

## Digital Manager / Traffic Manager



37 years old  
Driving License  
Antibes (06000) France

### CONTACT

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### ABOUT ME

Web and SEO project manager for more than 7 years I accompany companies in the development of their activities on the Internet:

- Web project management : creation of institutional and e-commerce website
- SEO and SEA optimization
- KPI implementation and follow-up of objectives
- Webmarketing strategies development

I am also a freelance Web and SEO Consultant.



Twitter



LinkedIn

## EXPERIENCES

### Freelance Web & SEO Consultant

. - Since April 2012 - Freelancer - Antibes - France

- Web project management
- SEO management : Technical and semantic auditing, keyword analysis, internal optimization, netlinking...
- SEA management : Auditing and optimizing campaigns on Google Adwords, Google Shopping, Bing ads and Facebook ads
- Setting up, Routing and Optimizing e-mailing campaigns
- Marketing Automation: Email and SMS scenarios, custom push, chatbot
- Web Analytics: Setting up and monitoring objectives, tagging plan, conversions monitoring, reporting...
- Marketplace : Improved visibility and sales on different marketplaces like Amazon, Cdiscount, Rue du Commerce, Mano Mano...
- My Clients : Rue du Commerce, Amadeus, Monte-Carlo SBM, Crédit Agricole, Marie de Valbonne Sophia Antipolis, Group Circo, Web agencies...

### Digital Manager, SEO/SEA Manager

Force Ultra Nature - Since November 2015 - Vallauris - France



- Brand Sites management: Update, monitoring of developments, respect of budgets, improvement of the user experience, A/B Testing...
- Optimisation of the visibility and sales of forceultranature.com on Amazon and Nature & Découverte marketplaces.
- SEO management: Audit, log analysis, keyword research, on-site optimization, netlinking campaign, track rankings...
- Monitoring and coordination of paid campaigns (Google Adwords, Google Shopping, Bing ads, Facebook Ads) and remarketing campaign on Criteo
- ERP Project manager : Management of the implementation of the new ERP : SAP B1. Realization of technical specifications, definition of internal processes, training of teams, management of user tests, implementation of data migration.
- WebAnalytics: Optimizing Google Analytics accounts, setting up Google Tag Manager, creation of advanced multi-channel reporting.
- Webmarketing Strategies : Emailing campaign, marketing automation, email and SMS reminder, CRM implementation (Spread Family)
- Management of a digital team : webmaster, traffic manager, community manager...

### E-commerce project manager

TF Group - February 2014 to October 2015 - Full-time - Grasse - France

- Redesign and updating of the group's e-commerce sites : Improved ergonomics, A/B testing....
- SEO Optimization : auditing, content writing, internal networking, netlinking, development of SEO features, creating a blog.
- Set up actions to get out of the Google penalty group sites (Penguin and Panda)
- Management and optimization of offers products on the marketplaces (Shopping-feeds).
- Management and training of a digital team (community manager, graphic designer, web editor)
- Setting up of digital Strategies: emailing campaign, email retargeting, cross selling, affiliate program...
- Management of Adwords and Shopping campaigns
- Setting up Analytics accounts and reporting for e-commerce KPI tracking

### Consultant SEO

Essilor - June 2012 to January 2013



- SEO Audit and optimization recommendation.
- Create of a road map SEO integrated in the process of internal development.
- Netlinking Campaign Management
- Realization of a tagging plan with Google Tag Manager

- Create custom reports on Google Analytics and Excel advanced dashboards using the Google Analytics Api

## Webmaster and Traffic Manager



Cydonia.d - August 2011 to March 2012 - Part-time - Antibes - France

- Management of the Project guide-vue.fr : drafting of the specification, follow-up of the realization of the website under Drupal, ergonomics improvement, addition of new features...
- SEO : pre-audit, keyword research and analysis, content optimization, internal linking strategy...  
Setting up Netlinking strategy : Partnership research, linking acquisition campaign...
- E-mailing campaign: routing, creating responsive templates optimized for deliverability, performance reports.
- Creating a blog and a forum (graphics + development)

## Web project manager



La Netscouade - November 2009 to January 2011 - Apprenticeship - Paris - France

- Customer support in the realization of their Web project
- Management of the creation and redesign of institutional websites with high traffic : Service Civique, Mairie de Mérignac, Mobile et Santé (AFOM), Nicolas Hulot Fondation....
- Participation in the creation of the Beecitiz project to help communities manage the demands of their users
- In charge of SEO optimization of the agency's institutional sites
- Realization of a road map SEO integrated in the process of development of a website
- Creation of an SEO editorial charter
- Setting up Adwords campaign for the "Nicolas Hulot Fondation"

## SKILLS

### Languages and Software

- HTML/CSS
- PHP5 / MySQL
- Javascript (Jquery)
- WordPress
- Drupal
- Joomla
- Prestashop
- Magento
- Photoshop
- Google Analytics
- Média Buy (Adwords, Shopping, Criteo, Facebook Ads)
- Google Tag Manager
- Google Data Studio
- Google Search Console
- Audit SEO (Screaming Frog, Oncrawl)
- SEO Tracking : Semrush, Yooda, Monitorank...
- Suite Microsoft Office
- CRM : Spread Family, Salesforce
- ERP : SAP B1

### SEO / SEA

- SEO
- SEA
- Remarketing : Criteo, Facebook

## Project Management

- Writing functional and technical specifications
- Creation of zoning/wireframe
- Ergonomie, UX design (Mobile First)
- Realization of planned planning
- Budget definition and follow-up
- Management
- Customer relationship and Support
- Agile Method (Scrum)

## Webanalytics

- KPI definition
- Google Analytics : Configuration, setting up goals, dashboards and custom reports
- Tagging plan by Google Tag Manager
- Multi-channel reporting

## Webmarketing - Digital Strategies

- Marketing automation
- Social media strategies
- Transactional and informational emailing campaign
- Affiliate Program
- Grammification: Loyalty, sponsorship program
- Marketplaces : visibility and sales optimization

## Languages

English : read, written, spoken (CLES1)

## EDUCATION

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### Web project manager (Certified Level 2 Diploma : BAC + 4)

MULTIMEDIA SCHOOL - PARIS

November 2009 to November 2010

### Professional License ATC creation for the Web

UNIVERSITY OF PROVENCE

September 2008 to June 2009

### DEESCOM (European Diploma of higher Studies in Communication) option advertising and new media

ISEG NANTES

September 2006 to June 2008