Digital Consultant

With more than ten years of experience in digital, I set up your visual identity online; by ensuring your performance through web marketing actions and technical improvement monitoring.

OLIVIA ANTONIN

Digital
Consultant

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Education and Qualification

University of the Ars of London, College of Communication
2007-2010
Bachelor Digital Media Production (2.1)

WebForce3 with SocialBuilder
March 2020-September 2020
Technical certification of web development

Livementor
October 2022-January 2023
Google Ads Certification

Livementor
Octobre Janvier 2023-Avril 2023
SEO Certification

Savoir-faire

Digital Projects Management

- Management and activation of omnichannel digital campaigns: Google Ads (display, Youtube, adwords), sms, emailing, affiliation.
- Audit SEO et optimisation.
- Digital asset management with creative briefs. Tracking and testing of campaigns.
- Coordination with media agencies, publishers, advertising agencies and creative agencies.
- Optimization of campaigns and analysis reports.
- Meeting with external service providers for future media campaign partnerships.
- Coordination between markets for new product launches on web platforms.

Web Content Administration

- E-commerce website administration: maintenance and content updates, implementation of promotional mechanics on pages, management of markets content and development of Brand and Shop product pages, SEO optimization, implementation of campaign pages.
- Technical bug fixes
- Creation of incidents tickets, functionalities testing and pre-release testing.

Website creation and developement

- WordPress website creation
- Front-end developement and integration

Formations WordPress

- WordPress training in schools

Work Experience

- **Digital Consultant**
  August 2020 until today: Missions with these clients: Chanel, Shiseido
  Freelance
- **Digital Media Acquisition and Emailing Expert**
  2017-2019
  Dyson
- **Web Administrator**
  2015-2017
  Dyson
- **Web Content Editor**
  2013-2015
  Louis Vuitton
- **Web Support Technician**
  9 months - 2012
  Seloger.com
- **Web Support Technician**
  3 months - 2011-2012
  Sharing Cross
- **Web frontend-develloper**
  2010-2011
  Freelance

IT/Technical Skills

Content Management System
Salesforce commerce cloud, WordPress, Sitecore, Magento, Adobe

Analysis Tools
Google Analytics, Google Tag Manager, Google Search console

Web Marketing Tools
Google Adwords, Semrush,TextGuru

Emailing System
IBM Watson

Web Languages
HTML5/CSS3/JS/Bootstrap/PHP

Soft skills

**Team Spirit,
Positivity, Curiosity,
    Priority Management
Attentiveness and Listening
Motivation**

Hobbies

**Fitness
Personal Development
Singing
Traveling
Open Mic**