

# OLIVIA ANTONIN

## WEB AND DIGITAL PROJECT MANAGER

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With over 10 years of experience in digital, I bring my expertise in project management and website performance optimization, combining operational know-how, strategic vision, and experience in digital media.

## PROFESSIONAL EXPERIENCE

**CONTENT MANAGER E-COMMERCE**      **Octobre 2023 until today**

### HERMES

*Management and scoping of site content projects in collaboration with various stakeholders (Product Offering Team, SEO Team, Content Flow Team, and Development Team).*

- Driving the roll-out within the content team for the Hermès UK website (separating content for the Hermès UK subsidiary from other European countries).
- Management of stakeholders for the modification of the menu on hermes.com.
- Activation and production of new collection pages according to the editorial calendar and e-commerce roadmap, with SEO content optimization
- Responsible for legal compliance of the website (GDPR)
- Quality control of content before publication
- Website content management: publishing and editorial updates in collaboration with the artistic direction, copywriting, and product offering teams
- Enhancement of product data on the website
- Monitoring and testing of CMS technical updates, content migration in close collaboration with product owners and developers

**Environnement: Drupal, Jira, Excel, PIM AKENEO, Bolduc, FredHoper, Adobe Scene 7**

**CONTENT MANAGER - FREELANCE**      **August 2020 until September 2023**

*Management and operational execution of digital projects for Shiseido and Chanel, including site launches, promotional campaigns, and content integration*

### CHANEL, SHISEIDO

- Management of homepage and landing page content
- Preparation for product and collection launches
- Management of promotional campaigns
- Sprint planning and backlog management
- Quality control of deliverables before going live

**Environnement: Salesforce Commerce Cloud, Hybris, Jira, Confluence, Agile Method**

### NOS ÉTOILES BIENVEILLANTES

- Led the development of WordPress website
- Conducting requirement gathering sessions
- Creating detailed technical documentation
- Implementing custom features to meet client needs

**Environnement: Wordpress, Microsoft Office**

### TRAINING CENTERS (DORANCO, IFOCOP)

- Led training sessions in web development, focusing on HTML and CSS
- Provided instruction and guidance on WordPress and Bootstrap frameworks
- Leveraged existing educational resources to enhance learner outcomes

## EDUCATION

### BACHELOR EN DIGITAL MEDIA PRODUCTION

**2007 - 2010**      Grade 2:1

University of the Arts Of London  
College of Communication

## SKILLS

- Digital Project Management
- Content Management
- Digital Marketing
- Launch and Roll-out
- Agile Methodology
- Quality and Control
- HTML, CSS, PHP, MySQL

## CERTIFICATIONS

LIVEMENTOR - Janvier 2023 - Avril 2023

### SEO certificate

LIVEMENTOR

Octobre 2022 - Janvier 2023

### Google ads certificate

WebForce 3 avec Social Builder

Mars 2020 - Septembre 2020

### Technical integration and web development certificate

## PROFESSIONAL EXPERIENCE

### DIGITAL MEDIA ACQUISITION AND CAMPAIGNS EXPERT

December 2017 - December 2019

#### DYSON

*Management and coordination of digital media acquisition projects for the Dyson.fr website.*

*Significant increase in the CRM opt-in database following the pre-Black Friday campaign.*

*Traffic growth on Dyson.fr after the activation of media campaigns*

- Production of creative briefs and asset tracking
- Management and activation of omnichannel webmarketing campaigns: Google Ads (Display, YouTube, AdWords), SMS, email marketing, affiliation. Tracking of TV spot assets
- Audience segmentation of CRM database for email campaigns
- Implementation of tracking, media campaign validation
- Approval of media plan and budget management
- Stakeholders management for media agencies, publishers, advertising networks, creative agencies and developers
- Performance tracking (KPIs), analysis, and reporting
- Implementation of new digital projects with various service providers

**Environnement: Google Analytics, DV360, SELLIGENT, IBM WATSON**

### WEB ADMINISTRATOR

May 2015 - December 2017

#### DYSON

*Reporting to the Marketing Department, responsible for the Dyson websites*

*(FR/IT/ES/BENELUX/PT) and ensuring the online user experience*

- Highlighting key content on the shop homepages, managing the product catalog
- Coordinating content for subsidiaries and developing Brand and Shop pages on Dyson websites. Publishing product pages
- Optimizing content for SEO
- Responsible for site evolution requests to improve user experience, testing and validating new features before deployment
- Monitoring incidents/bugs with development teams

**Environnement: Sitecore, Magento, Jira**

### WEBMASTER

August 2013 - April 2015

#### LOUIS VUITTON

- Content integration in the back-office, editorial updates for the Louis Vuitton website, SEO
- Managing text and translations with relevant countries for page preparation
- Publishing content on the various international site versions
- Coordinating between different digital teams
- Administration of product videos on the Louis Vuitton website
- Managing the product catalog

**Environnement: AEM**

### WEB SUPPORT TECHNICIAN

February 2012 - November 2012

#### SELOGER.COM

- Updating content on real estate agency websites
- Modifying HTML/CSS code and graphic adjustments
- Resolving technical issues, coordinating and managing projects related to bugs

**Environnement: Internal CMS, HTML/CSS, photoshop, SAP**

### PROJECT MANAGER /WEBMASTER February 2012 - November 2012

#### SHARING CROSS

- Maintenance and updates of existing websites, management of editorial content
- Management of newsletters
- Coordination of website evolution projects with the development team

**Environnement: AEM, photoshop, email marketing system**

## SOFT SKILLS

Team spirit, curiosity, priority management

## HOBBIES

Singing in a musical group  
Water aerobics

## LANGUAGES

Bilingual English