

# OLIVIA ANTONIN

## CONTENT MANAGER

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🏠 Maisons-Laffitte, 78600



Experienced Content Manager with over 10 years of expertise in managing digital solutions and CMS implementations (Drupal, WordPress, Salesforce Commerce Cloud, Sitecore). Skilled in coordinating multidisciplinary teams, managing website maintenance, and optimizing digital performance (SEO, tracking).

## PROFESSIONAL EXPERIENCE

### E-COMMERCE CONTENT MANAGER **October 2023 – Present**

#### **HERMES**

(Octopus Group Consultant)

*Management of website content projects in collaboration with stakeholders and editorial elements oversight*

- Leading CMS migration project by coordinating business teams and developers
- Overseeing technical tests and CMS maintenance
- Activating e-commerce and editorial pages according to the roadmap and optimizing SEO
- Ensuring legal compliance (GDPR) and quality control before content publication
- Managing website content: publications and updates in collaboration with Art Direction, Copywriting, and Product teams
- Coordinating menu modifications and international website rollouts

**Environment: Drupal, Jira, Microsoft Office, PIM AKENEO, FredHoper, Adobe Scene 7, Teams, Slack**

### DIGITAL CONSULTANT - FREELANCE **August 2020 – September 2023**

#### **CHANEL, SHISEIDO**

*Management and operational oversight of digital projects for Shiseido and Chanel*

- Managing homepage and landing page content aligned with product and collection strategies
- Planning product launches and promotional animations
- Agile sprint planning and backlog management
- Ensuring the quality of deliverables before publication
- Leading and operationally managing digital projects for Shiseido and Chanel

**Environment: SFCC, Hybris, Jira, Confluence, Méthodologie Agile, Teams**

### **NOS ÉTOILES BIENVEILLANTES**

*Website creation using WordPress*

- Gathering requirements and writing the specifications document
- Implementing tailored functionalities

**Environment: Wordpress, Microsoft Office**

### **PIVOD 78**

*SEO & Content Consultant*

- Web-optimized article writing
- Keyword optimization (achieved first-page ranking on Google)
- Communication strategy development
- Technical website audit
- SEO content audit

**Environment: Wordpress, Semrush, Screaming Frog, YourText.Guru**

## EDUCATION

### 🎓 BACHELOR'S DEGREE IN DIGITAL MEDIA PRODUCTION

**2007 - 2010** Grade 2:1

University of the Arts Of London  
College of Communication

## SKILLS

### Technicals skills

*Web Technologies: HTML, CSS, PHP, MySQL, JavaScript*

*CMS: Drupal, SFCC, WordPress, Magento, Sitecore*

*SEO & Web Optimization*

*Collaboration & Monitoring Tools: Jira, Confluence, DV360, Google Analytics, Semrush*

*Application Maintenance: Bug fixing, testing, technical upgrades*

### Project Management

*Expertise in Agile methodologies*

*Budget monitoring for digital campaign projects and coordination of technical teams*

*Writing specifications documents and developing tailored technical solutions*

## PROFESSIONAL EXPERIENCE

### DIGITAL MEDIA & EMAILING ACQUISITION EXPERT

December 2017 – December 2019

#### DYSON

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

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

*Growth in traffic on Dyson.fr after the activation of media campaigns.*

- Implementing omnichannel campaigns (Google Ads, SMS, emailing, affiliation)
- Producing creative briefs and asset management
- Segmenting CRM database for targeted email marketing
- Setting up tracking and validating media campaigns
- Budget and media plan validation
- Coordinating stakeholders (media agencies, editors, advertising networks, creative agencies, developers)
- Performance tracking, KPI analysis, and reporting
- Launching new digital projects with external providers

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

### WEB ADMINISTRATOR

May 2015 - December 2017

#### DYSON

*Responsible for Dyson websites (FR/IT/ES/BENELUX/PT), ensuring performance and smooth user experience*

- Managing homepage content, product catalogs, and coordinating brand and shop pages
- Handling e-commerce site maintenance and technical upgrades, testing and validating new features
- SEO optimization and bug tracking using Jira and Sitecore

**Environment: Sitecore 8.2, Magento, Jira**

### WEB CONTENT INTEGRATOR

August 2013 - April 2015

#### LOUIS VUITTON

(Vo2 Consultant)

- Content integration and SEO optimization for Louis Vuitton website
- Coordinating with local teams for translations and international publications
- Managing video administration

**Environment: AEM, Freecaster**

### WEB PROJECT MANAGER

February 2012 - November 2012

#### SELOGER.COM - POLIRIS

- Collaborating with stakeholders for website development and maintenance
- Managing technical issues and implementing functional improvements
- Inter-team collaboration to enhance website performance

**Environment: Internal CMS, HTML, CSS, Photoshop, SAP**

### WEB PROJECT MANAGER

November 2011 - January 2012

#### SHARING CROSS

- Coordinating website evolution projects with the development team and Art Direction
- Managing website maintenance and content updates
- Handling newsletter campaigns

**Environment: AEM, photoshop, système emailing**

## CERTIFICATIONS

### 📄 SEO Certification –

Livementor (Jan 2023 – Apr 2023)

### Google Ads Certification –

Livementor (Oct 2022 – Jan 2023)

### 📄 Technical Web Integration &

**Development** – WebForce3 with Social  
Builder (Mar 2020 – Sep 2020)

## SOFT SKILLS

✅ Team spirit | ✅ Curiosity | ✅

Prioritization & Organizational skills

## INTERESTS

🎵 Singing in a band | Aqua fitness

## LANGUES

🇬🇧 English – Bilingual