OLIVIA ANTONIN

WEB SPECIALIST | WEB PROJECT MANAGEMENT | CMS SPECIALIST AND MULTIDISCIPLINARY COORDINATION

☎ 06 66 98 50 23

✉ oantonin.contact@gmail.com

🌐 https://oantonin.com/

🏠 Cormeilles-en-Parisis, 95240

As a senior digital project manager and specialist in open-source content management systems, I assist brands in the design, implementation, and optimization of their web and e-commerce initiatives.

PROFESSIONAL EXPERIENCE

E-COMMERCE CONTENT MANAGER
HERMES
(Consultant, Octopus Group)

October 2023 to the present

Engagement in site content initiatives, in close partnership with stakeholders, and oversight of editorial components.

- Business expert on the Drupal CMS migration: collecting requirements, conducting testing, and validating changes in collaboration with development and product owner teams.
- Oversight of publication planning and quality of deliverables, adherence to legal standards (GDPR), and optimization for SEO.
- Product data enhancement.
- Website content management: publishing and editorial updates in collaboration with the art direction team, the editorial department, and the product development department.
- Coordination of multiple projects, including the launch of the UK site and development of the menu, in collaboration with the product, technical, and contribution teams.

Environment: Drupal, Jira, Microsoft Office, PIM Akeneo, FredHopper, Adobe Scene 7, Teams, Slack

DIGITAL CONSULTANT
CHANEL, SHISEIDO, PME
(Independant contractor)

August 2020 – Present

Operational management and oversight of digital projects for luxury brands and small to medium-sized enterprises, in collaboration with design, marketing, and technical teams, employing an Agile methodology (sprint planning, backlog management, deliverable tracking).

- For Chanel and Shiseido: oversight of homepage and landing page content, planning for launches, activation of new collections, and promotional initiatives, in collaboration with the e-commerce teams.
- For SMEs: development of showcase websites utilizing WordPress, encompassing requirements gathering, online launch, specification writing, functionality setup, and quality assurance.
- SEO audit and content strategy for PIVOD78: technical analysis utilizing Screaming Frog and SEMrush, editorial recommendations, and the composition of articles optimized for organic search.
- The creation of SEO-optimized content utilizing AI tools (ChatGPT) to enhance writing efficiency, broaden the semantic scope, and elevate content performance.
- Facilitating professional training courses at training centers (IFOCOP, DorenCo) on content management systems (WordPress) and web languages (HTML, CSS, Bootstrap) to enhance the skill development of participants.

Clients: Chanel, Shiseido, Nos Étoiles Bienveillantes, Connect'Aide 78, Pivod78, Dorenco, Ifocop

Environment: WordPress, Salesforce Commerce Cloud, SAP Hybris, Jira, Confluence, Microsoft Office
ChatGPT, ThotSEO, Screaming Frog, Semrush, Ubersuggest

AREAS OF EXPERTISE

Technical proficiencies

Web Technologies: HTML, CSS, PHP, MySQL, JavaScript, Drupal, Salesforce Commerce Cloud, WordPress, Magento, Sitecore, SAP Hybris

Management and Collaboration:
Jira, Confluence,

Web Analytics and Monitoring:
Google Analytics, Google Tag Manager, Data Studio, Hotjar

Search Engine Optimization and Digital Marketing:
SEMrush, DV360, Ubersuggest

PIM
Product data management, catalog setup and structured information handling

Project management:
Agile practices, drafting project birefs, preparing meeting summaries

budget oversight for digital campaign initiatives, and coordination of technical teams

Formulating specifications and developing technical solutions.

PROFESSIONAL EXPERIENCE

DIGITAL AND MEDIA PROJECT MANAGER
May 2015 - December 2019
DYSON

- Overseeing digital media and customer relationship management acquisition initiatives for Dyson.fr.
- Budget management and performance monitoring (KPIs and reporting).
- Oversight of omnichannel campaigns: Google Ads, display advertising, YouTube, SMS, affiliate marketing, and email marketing.
- Overseeing website development and maintenance projects, including testing, SEO, content, and user experience.
- Implementation of new digital initiatives (tracking, automation, CRM). Coordination of the diverse stakeholders involved in the projects executed (media agencies, publishers, advertising agencies, creative agencies, developers).

Results: an increase in traffic and a substantial growth in the opt-in CRM database following the Black Friday campaign.

Environment: Google Analytics, DV360, Selligent, IBM Watson, Magento, Sitecore

ADDITIONAL EXPERIENCES (2011 - 2015)

- LOUIS VUITTON (VO2 Consultant) - **Content Manager:** Integration and coordination of content for international publications (AEM).

- SeLoger.com / Poliris - **Web Project Manager in Agency**: coordination with partner clients for the maintenance and development of their websites, management of technical anomalies, and oversight of improvement requests.

- Sharing Cross - **Web Project and Content Manager** within an agency: coordination of client website developments with development teams and art direction, oversight of editorial content and newsletters.

EDUCATION & CERTIFICATIONS

BACHELOR'S DEGREE IN DIGITAL MEDIA PRODUCTION
University of the Arts London, College of Communication

SEO Certification
LIVEMENTOR
January 2023 - April 2023

Google Ads Certification
LIVEMENTOR
October 2022 - January 2023

Technical certification in web integration and development
WebForce 3 with Social Builder, March 2020 - September 2020

LANGUAGES

Bilingual English