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<http://www.ramenos.net>

INTERNET PROJECT MANAGER

Expert in Search Engine Optimization (SEO)

GOAL

Provide my Skills in Project Management and my expertise in Search Engine Optimization (SEO) and Webanalytics.

PROFILE

Project Management :

- Agile Methodology.
- Team Management.
- Customers Relationship.
- Need creation according to Business Case.
- Setting-Up of a Project.
- Functional Specifications.
- Benchmark Creation.
- Plan & Follow Up.
- Structure Creation & Mock-Up.

SEO & Webanalytics :

- SEO Strategy Processing.
- Technical and Ergonomic Audit.
- Keywords Analysis.
- Competitive Intelligence.
- External/Internal Linking Strategy.
- Analytics Tools Integration.
- Survey of Users Behavior.
- Conversion Analysis.
- Follow-Up & Checkup.
- Online Editing.
- Good Knowledge of Social Networks.

EXPÉRIENCES

SEO PROJECT MANAGER, ADENCLASSIFIEDS, PARIS, FRANCE

SINCE 2009 JANUARY

Adenclassifieds is the result of the 2006 merging of Cadremploi and Explorimmo by Keljob. Products and services are mainly targeted towards recruitment, training and real estate professionals, such as companies, employment agencies, training centres, schools, universities, estate agents and real estate promoters.

www.adenclassifieds.com/en/welcome

Key Responsibilities:

- ▶ Improvement of Jobs, Training and Real Estate Websites insides Search Engines Results.
- ▶ SEO Analyst Management.

Achievements :

- ▶ Explorimmoneuf : Project Management for Website's Restructuring — SEO Traffic : **+10%**
- ▶ Kelformation : Columns and Specific Content Creation — SEO Traffic : **+25%**
- ▶ Keljob : Website Update with SEO basics and Specific Content Creation — SEO Traffic : **+10%**
- ▶ Immobilier.com : new Website Creation focuses on Real Estate Prices — SEO Traffic : **+ 10%**
- ▶ Openmedia : Project Management with Remote Control (Developers) — Online for a few days.

SEO TEACHER, HETIC, MONTREUIL, FRANCE**SINCE 2008 JANUARY**

HETIC, higher education institution specialized in NITCs Engineering and Web Project Management.

www.hetic.net

Key Responsibilities:

- ▶ Search Engine Optimization Skills Teaching and Webanalytics Introduction.

Achievements :

- ▶ Facilitation to improve SEO in Web Projects.
- ▶ Methodologies to apply SEO Steps.
- ▶ Case Study Creation for Students.
- ▶ More than 120 Graduate Program first-year Students and 30 Web Projects.

SEO ANALYST, ADENCLASSIFIEDS, PARIS, FRANCE**2007-2008***Key Responsibilities:*

- ▶ SEO Analyst/Manager for Jobs and Training Websites.
- ▶ Cross Position between Webmasters, Designers, Developers, Network Administrators and Marketers.

Achievements :

- ▶ SEO : Workshops Creation and Animation.
- ▶ Benchmark Creation for Jobs and Training Websites.
- ▶ Cadremploi.fr : New Editorial Structure Integration — SEO Traffic : **+20%**
- ▶ Kelformation : Content Creation and Internal Linking Strategy — SEO Traffic : **+100%**
- ▶ Keljob : SEO Update in order to «unblacklisting» from Search Engine Google — SEO Traffic : **+15%**
- ▶ Emploi.com : Website Creation with Specifics Offers Lists. — SEO Traffic : **+100%**

SEO ANALYST, APOSITION, PARIS, FRANCE**2006-2007**

Aposition, European Agency specialized in visibility management on Search Engines (Google, Yahoo!, Bing...).

www.aposition.com/index_en.php

Key Responsibilities:

- ▶ SEO Analyst.
- ▶ Creator of Knowledge Bases.

Achievements :

- ▶ Main SEO Skills Learning.
- ▶ Marketing Intelligence and Newsletter Creation.
- ▶ Technical Audit for e-commerce Customers' Websites.
- ▶ Semantic Analyzis and Content Creation for French Public Transport's Website.
- ▶ Linking Strategy Creation.
- ▶ Statistic Analyzis / Follow Up for every Customers' Websites.

WEBSITES CREATION TEACHER DINE COLLEGE, ARIZONA (ETATS-UNIS)**2005**

Diné College, public higher education institution chartered by the Navajo Nation since 1968. This Institute serves the residents of the 26,000 square-mile Navajo Nation spread over Arizona, New Mexico and Utah.

www.dinecollege.edu

Key Responsibilities:

- ▶ Web Project Manager.
- ▶ Webmaster Educator.

Achievements :

- ▶ Cultural Values and Attitudes Identification.
- ▶ Navajo Students Website Creation Training.
- ▶ HTML / CSS Skills Teaching.

TECHNICAL SKILLS

SEO & Analytics Tools :

- Xiti Expert, Google Analytics, Reinvigorate.
- Xenu, Linkexaminer, Suite Yooda.
- Google Insights, Google Webmaster Tools.

Development :

- HTML / XHTML / CSS
- SQL Language,
- PHP Basics.
- CMS (Wordpress).

Office Softwares :

- Microsoft Word, Excel, PowerPoint, Entourage.
- Apple iWork (Page, Numbers, Keynote).
- Windows & Mac OS.

EDUCATION

MASTER'S DEGREE IN NITCs ENGINEERING AND MANAGEMENT	2006
Hetic, Montreuil (France) - www.hetic.net	
AN UNDERGRADUATE TECHNICAL DEGREE, NETWORK ADMINISTRATOR SPECIALITY	2004
Lycée Vilgénis, Massy (France) - www.vilgenis.fr	
BACCALAUREATE - HIGH SCHOOL «A LEVEL GRADUATION» (MAJOR IN ECONOMICS)	2002
Lycée Lakanal, Sceaux (France) - www2.lyc-lakanal-sceaux.ac-versailles.fr	

LANGUAGES

French - Native Language.

English : good level - Several Trips in English-speaking Countries.

German : quite good level - Journey to Berlin and Köln.

To have a smattering of Armenian.

RÉFÉRENCES

Available On Demand.

MAIN INTERESTS

- ▶ Professional Training in Google Analytics (Ranking Metrics Center).
- ▶ Fascinated by Internet and Webservices.
- ▶ Ex-member of Navajo's France Association
- ▶ French SEO/Search Engines Blog Creation and Animation (<http://blog.ramenos.net>).
- ▶ French Wordpress Blog Animation (www.wordpress-fr.net).
- ▶ Vintage Cars Amateur.
- ▶ Swimming and Rock Dance.
- ▶ Lively interest in japanese Culture and Electronical Music.
- ▶ Cultural Trips - USA, Finland, Japan, Greece, Germany, United Kingdom.