



Digital Project Manager Technical & Functional

Maxime Bonnaire - 13 years experiences

BERLIN/PARIS - 36 years

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SKILLS

| **Project management**

In charge of the management and achievement of digital projects : Brands site, e-shop, Web TV, Mobile applications, Business application

- + Management of the external and internal teams
- + Digital activation/Media planner
- + Webmarketing (SEA, SEO, Emailing)
- + Web Analyst (G.A)

- + Writing Technical and Functional specifications
- + ERP Management
- + Planning of the budget
- + Planner strategy

| **Software**

- + Web analytics : Google Analytics, Omniture
- + System Administrator (NDD, DNS,...)
- + CMS : Magento, Wordpress, Drupal
- + Pack Office

- + ADOBE CC
- + Prototype : Invision
- + Bug Tracker : Jira, Mantis, Redmine
- + ERP : Fitnet

| **Computer language**

- + Control : HTML 5, CSS 3
- + Notion : JS, jQuery, PHP, MYSQL, AS, XML

| **Language skills (advanced level)**

- + English : Reading – Writing – Speaking.
- + German : Reading – Writing.

| **Operating Environment**

- + Advertisers (Samsung, LVMH/ Moët & Chandon, Walt Disney Co., Bonpoint, DEF)
- + Agencies (YLLY, Cheil, Young&Rubicam/ Wunderman, Publicis Group, Same Same)
- + Audiovisual, Production studio (TF1, TV Breizh)

PROFESSIONAL EXPERIENCE

| Consultant / Digital project manager – YLLY Agency – September 2018 (current job)

+ Functions

- Managing internal and external teams
- Managing Technical Offshore projects
- Coordination between Teams and Customers
- Tagging plan, Campaign activation, SEO Audit
- Managing Fitnet ERP
- Budget planning

+ Technical requirements

- HTML5/CSS3
- Wordpress
- Invision
- Google Analytics, GTM
- Office 365
- Adobe CC
- Redmine

| Consultant / Digital project manager – DEF – Mars 2017/ Sept.18 (1 year 4 months)

+ Functions

- Managing the development of 40 websites
- Coordinating the agency teams
- Organizing the schedules and controlling the various operational players in the projects
- Developing operational briefs and functional specifications for each website
- Collecting and functionally translating the subsidiaries digital communication requirements
- Following the development of the Template until final validation and delivery
- Ensuring final quality of online delivery by the agency
- Ensuring deadlines
- Data analyst

+ Technical requirements

- HTML5/CSS3
- Wordpress 4.9
- Server management (NDD, DNS Zone ,...)
- Google Analytics
- Power Bi
- Office 365
- Adobe CC

| Consultant / Front End Developer – Between Dec.2016 / Dec. 2017

+ Websites

Digital project management Freelance :

- Nineteen Sixty Agency (Art dealer) : www.nineteen-sixty.com
- Event Better Agency (Event) : www.event-better.com
- Amiral Tattoo (Tattoo Artist) : www.amiral-tattoo.com
- Nicolas Panayotou (Artist) : www.nicolaspanayotou.fr
- Loft du 34 (Art gallery) : www.loftdu34.fr
- Marina Drocourt (Digital consultant) : www.marinadrocourt.com

Customer relationship manager, webdesigner, integrator and front end developer of the website.

+ Technical requirements

- Adobe Creative Suite
- HTML5/CSS3
- CSS3
- Wordpress
- Data analyst
- SEO

| Digital Project Manager - Digitas/ Publicis – Sept./ Nov. 2016 (2 months)

+ Functions

- Managing internal teams (SEO, Media, Content, Creative)
- Collecting and functionally translating the client's communication requirements
- Developing and monitoring schedules, operational briefs and functional specifications
- Marketing campaign launch
- Organizing Media plan
- Data analyst

+ Technical requirements

- Altair
- Microsoft Project
- Google Analytics
- Pack Office
- Adobe Suite CC

| Digital Project Manager Display - Prodigious/ Publicis - August 2016 (1 month)

+ Functions :

- Managing both internal and external teams
- Launch of campaign display
- Coordinating the out-sourced develop teams (Prodigious Mauritania)
- Developing and monitoring schedules, operational briefs and media plan

+ Technical requirements :

- HTML5/CSS3
- Ads server
- Pack Office
- Adobe Suite CC

| Digital Project Manager - Samsung/ Cheil Worldwide - April/ June 2016 (3 months)

+ Functions :

- Organizing the schedules and controlling the various operational players in the projects
- Collecting and functionally translating the client's communication requirements
- Developing and monitoring schedules, operational briefs and functional specifications
- Following the development of the model until final validation by the customer and delivery
- Organizing digital production schedules and ensuring compliance with deadlines
- Coordinating the implementation and monitoring of Online marketing campaigns
- Ensuring final quality of Online delivery by the agency

+ Technical requirements :

- HTML5/CSS3
- WebGL
- Pack Office
- Adobe Suite CC

| **Marketing Project Manager - LVMH Group - Oct. 15/ March 16 - (6 months)**

+ **Functions :**

- US business development of ten LVMH brands
- Data analyst
- Evaluating the e-shops of their main US clients (investment, brand presentation)
- Controlling the development of key customers (target proposals and progression of their platforms)
- Creating a platform to showcase the collated data
- Creation of corporate video

+ **Technical requirements :**

- HTML5/CSS3
- Bootstrap
- Photoshop / Premiere
- Pack Office

| **Digital Project Manager - The Walt Disney Co. - March 14/ Sept. 15 - (1 year 7 months)**

+ **Functions :**

- New Disneyland Paris web site development
- Creating mini-site for marketing operations
- Managing the technical and ergonomic specifications
- Managing both internal and external teams
- Coordinating the out-sourced teams (BETC, Douny, Waycom, Les Chinois)
- Digital strategy consultant
- Launching the marketing strategy sweepstakes campaign
- Managing the internal marketing team (marketing, analytics, développement)

+ **Technical requirements :**

- HTML5/CSS3
- Javascript
- Tridion (Back Office)
- Drupal
- Pack Office

| **Digital Project Manager - Same Same/ Bonpoint - Oct. 13/ Feb. 14 - (4 months)**

+ **Functions :**

- Development, maintenance, monitoring the progress of the e-commerce site for Bonpoint
- Account management
- Establishing a budget
- Coordinating the out-sourced teams (developers, graphic designers,)
- Managing the internal marketing team (4 people)
- Setting up the recruitment campaign's database
- Launching the marketing strategy campaign (newsletters, emails, SEM)
- Social media communication strategy consultant
- Web Analyst, and client's behavioural pattern analysis

+ **Technical requirements :**

- HTML5/CSS3
- Php MyAdmin
- Magento
- Google Analytics
- Pack Office

| Sept. 12/ Sept. 10 - Linguistic year in Berlin - (1 year)

| **Digital Project Manager - LVMH/ Moët & Chandon - Sept. 11/ Sept. 12 - (1 year)**

+ Functions :

- Moët & Chandon's web site development
- Creating mini sites and iPhone applications for Moët Ice Impérial & Moët Rosé Impérial
- Defining the technical and functional specifications for Moët & Chandon's new web site, mini sites and iPhone applications
- Defining the brief
- Outlining the guide-lines for the various digital projects in conjunction with Moët & Chandon's events
- Managing both the internal and external teams (Mazarine, Logica, Blondie, We Are Social)
- Audio visual strategy consultant : creating high-end brand videos, managing the flux of videos
- Analysing the brand competition in order to distinguish Moët & Chandon from its competitors
- Social media content strategy consultant for the agency, We Are Social (Community management)
- Establishing the annual budget in order to set up the various digital strategies for each brand
- Data analyst
- Evaluating emerging media with relation to the brand

+ Technical requirements :

- Dreamweaver - Photoshop - Premiere
- HTML5/CSS3
- Drupal - Ez Publish
- Google Analytics - Omniture

| **CEO / Digital Project Director - Purple Peach - Nov. 09/ Sept. 11 - (1 year 8 months)**

+ Functions :

- Company management
- Project direction
- Team management
- Launching of ad campaigns
- Establishing a clientele and subsequent client management
- Setting up a budget
- Directing digital projects (e-commerce sites, portals, community sites)
- Digital strategy consultant
- Data analyst

+ Technical requirements :

- Dreamweaver – Flash – Photoshop – Illustrator – Premiere
- HTML/CSS
- Php MyAdmin
- Word press – Prestashop
- Google Analytics

| **Account Manager - Young&Rubicam/ Nokia - Nov. / Feb. 08 - (4 months)**

+ Functions :

- Nokia E-commerce management
- Brand digital development (Landing pages, banners, mini-sites)
- Strategic planning
- Internal team management
- Integrating the data base
- Data base management

+ Technical requirements :

- Dreamweaver - Flash - Photoshop - Illustrator

| **Webmaster – DigitasLbi/ Nissan - Feb./ Oct. 07 - (9 months)**

+ **Functions :**

- Creating the new Nissan Europe web site
- Web mastering
- HTML – CSS integration
- Integrating data using Flash

+ **Technical requirements :**

- CMS
- Dreamweaver – Flash – Photoshop
- HTML – CSS

| **Digital Project Manager Web TV - TF1 - 2006 - (1 year)**

+ **Functions :**

- Creating the « Ocean Fanatics TV » Web TV specializing in nautical sports
- Managing the out-sourced creative and development teams
- Managing the internal team of journalists
- Managing the flux of videos for the provider
- Integrating the videos, flash banners for WEB TV
- Editing the copy
- Consultant for audio visual strategy
- Defining the technical and ergonomic specifications
- Establishing a graphic corporate identity
- Defining the brief

+ **Technical requirements :**

- Dreamweaver - Flash - Photoshop - Illustrator - Premiere
- HTML - CSS - PHP - Mysql

| **Graphic & video technician - TV Breizh - Jul. 02/ May 05 - (1 year 8 months)**

+ **Functions :**

- Graphic design for TV shows
- Video editing for TV shows
- Integrating images
- Integrating videos
- Making videos

+ **Technical requirements :**

- Photoshop - Illustrator - Flash - Premiere

| **Various freelance job - (2 years)**

+ **Functions :**

- Project manager
- Webmaster/ webdesigner
- Graphic designer
- Video editor

+ **Technical requirements :**

- Dreamweaver - Flash - Photoshop - Illustrator - InDesign - Premiere
- HTML - CSS - PHP - Mysql - AS - XML

EDUCATIONS

- | **2017 (In progress)** : Master II Degree Cultures & Web
- | **2003/ 2004** : BTS Graphic Design
- | **2001/ 2002** : Web developper professional training

HOBBYS

- | Passionate about digital art, graphic design, modern art & architecture.
- | Discovering the world : US, Japan, Brasil, UK, Iceland, Sweden, Finland, Denmark, Netherlands, Russia, Germany, Poland, Czech Republic, Croatia, Montenegro, Egypt, Italy, Spain, Portugal, ...and i lived 18 months in Berlin.