

# STEPHANIE BAUCHE

## Project Manager in Digital Marketing

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Born in 1986

Paris, France

### EXPERIENCES

## Digital Marketing Manager

Gandi.net

2020 - now Paris

- Responsible for the international referencing strategy (SEO)
- Implementation of a traffic and visibility acquisition plan (SEA, Display Ads, Social Media Marketing etc.)
- Optimization of the conversion of the e-commerce site (CRO)

## Marketing Manager & SEO Specialist

GoCustomized/CustomConcepts

2014 - 2019 Amsterdam

- Develop and manage E-commerce projects and marketing campaigns
- Be the point of contact for all ecommerce projects across the business
- Proactively identify issues and solve problems collaboratively
- Develop business cases, defining KPIs to measure success and ensure continuous improvement

## IT Project Manager

APCA (Chamber of Agriculture)

2011 - 2013 Paris

Responsible for the project management throughout the entire lifecycle of the project: from application design to delivery, including business requirements gathering, stakeholder management, and organization of all the steps of the projects and post implementation review.

## Applications Developer / Information

SNCF (French National Railway)

2007 - 2011 Paris

- Information System Modeling
- Creation/editing of scripts using VB.net for setting data quality
- Creation of intranet applications using ASP.net (C# and HTML): analysis, development, implementation, user training and maintenance products.

## IT Consultant

Gesconseil

2005 - 2007 Paris

- Configuration and installation of ADONIX software
- Adjustment of the CMS to meet the business objectives of the clients
- Create link between the software and the merchant website.

### EDUCATION


## MSc degree in IT Management


University Paris X


2011 Paris


Computer Methods in Applied Business Management speciality E-business


### INTERESTS

 Traveling has brought me open-mindedness, curiosity, adaptability, culture and so on.

 I like games and I enjoy organizing team building event, mystery dinner, scavenger hunt, etc.

 Blogging on online marketing development and helping friends with their websites.

 I'm afraid of heights but still started bouledring last year. Level 5b now.

 They call me MacGyver, I can make anything out of nothing to improve the little things of everyday life.

### SKILLS

Marketing Strategy CRO

SEO / SEM Advertising

Social Media Marketing

Campaign Management

Email Marketing Branding

Customer Experience (CX)

User Experience (UX)

Roadmap Agile principles

HTML & CSS SQL Data

### TOOLS

Analytics Data Studio

Search Console Jira

Wordpress Magento

Photoshop Mailchimp

SemRush AdWords

Windows Office Trello

### LANGUAGES

French **native**

English ●●●●●

Spanish ●○○○○

Dutch ●○○○○