

# FLORENT LAIZÉ

Digital Project Manager - W&Cie



## CONTACT

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## HARD SKILLS

### PROFESSIONALS SKILLS

- Project management
- Digital communication
- Strategic planning
- Social media strategy
- Webmarketing
- Advertisement budget
- SEO / SEA
- UX
- HTML/CSS
- English (fluent)

### TOOLS

- Redmine, Gantter, Trello
- Google Analytics & Adwords
- Facebook & Twitter Ads
- Screaming Frog (SEO)
- Mailchimp
- Adobe Creative Suite
- Boostrap
- Microsoft Office Suite

## SOFT SKILLS

- Curious
- Autonomous
- Easy-going
- Ambitious

## PROFESSIONAL EXPERIENCES

W & Cie  
(Groupe HAVAS)

February 2016

to date

*Digital Project Manager*

- Projects conception : treeing, wireframe, planning, counseling & recommandations to clients
- Project production : functional specifications, briefing/de-briefing (creatives & developers)
- Projects ongoing : testing, bugs-tracking (Redmine), forming clients
- Benchmarks, strategic recommandations, competitions & requests for proposals

Le Truc Rouge

June - September  
2015

October 2015 -  
June 2016

*Content & Community Manager (Internship then freelance)*

- 1) Developping and animating communities :
  - Setting up contests on Facebook
  - Searching leverages, benchmark
  - Producing & follow-up
  - Analyze et recommandations for emailings
  - Searching new strategies
  - Content production (website, blog, social network)

- 2) Global strategy, communication & marketing :
  - National-wise launching website
  - Helping development for the mobile application
  - SEO improvements
  - Writing communication medium & artworks
  - Competitive benchmarks

Photofigurine

Paris (75)  
June - July 2015

*Social Media Strategist, Content & Community Manager (Freelance)*

- Contents creation for social networks (Facebook & Twitter)
- Community management
- Searching for partnership & influencers to develop the brand image

School projects

2015 - 2017

*Projets dans le cadre du Bachelor Manager de Projets Web*

- Teamwork with webdesigners & web developers
- Several projects as a project manager
- Benchmark
  - Userflows
  - Business Plan
  - Planning & functional specifications

## ÉDUCATION

Sup'Internet

Paris (75)  
2014-2017

*Bachelor Manager de Projets Web*

Spécialité Webmarketing