

# THIBAUT DEVAUX

## Digital Project Manager

An open minded digital specialist purposeful in enhancing brands, attracting specific audiences and offering delightful experiences. Combining my good analysis skills with my creative vision, I provide the best services to my clients and my teams. Supported by a strong sense of dedication and an absolute attention to detail.

Driven to constantly improve, I like to explore every technologic opportunities and fresh processes.

## AREAS OF EXPERTISE

### DIGITAL PROJECT MANAGEMENT

Planning / costs estimation / team management with flowability / pitching & client facing presentation / reporting and documentation

### DIGITAL MARKETING STRATEGY

Audiences targeting / data driven insights / digital activation plan / PPC and SEO knowledge / social media management / analysis skills / reporting

### USER EXPERIENCE DESIGN

Information architecture / customer journey / personas / wireframing and prototyping / conversion optimization / testing and insights collection

### COMMUNICATION SKILLS

Global communication plan proficiency / pitching and concept presentation / awareness building and behaviors shaping / branding

## EDUCATION

### CERTIFICATION

 Google Analytics  
2017

### MASTERS DEGREE

**STRATEGY AND COMMUNICATION PRODUCTS**  
Communication and Interaction Institute.  
2015 • Uni. Bordeaux III

### BA

**DIGITAL COMMUNICATION AND NEW MEDIAS**  
Information and Communication Institute.  
2013 • Uni. Montpellier III

### BTEC HIGHER NATIONAL DIPLOMA

**COMMUNICATION**  
Aristide Maillol Highschool.  
2012 • Perpignan

## TOOLS

### COLLABORATION

 Trello  slack  KEYNOTE  
 Office  Google Drive

### CMS & MAILING

   PrestaShop  
MailChimp  Campaign Monitor

### PROTOTYPING

 InVision  balsamiq  Ps

## EXPERIENCE

### DIGITAL PROJECT MANAGER

october 2016 to april 2017

@soulbmxmag • main french BMX media with 22K visitors per month

**WEBSITE CREATION** // Ensuing benchmark recommendations, scoping and planning phases, website architecture and prototyping within UX concerns. I managed design and development sprints, official launching, content strategy in a collaborative environment, QA testing and technical documentation.

**DIGITAL STRATEGY AND BUSINESS SUPPORT** // Social media strategy, B2B emailing, media kit creation, coordinating publications, blogging, performance analysis and stakeholders training on various missions.

### DIGITAL PROJECT MANAGER

april 2015 to september 2016

@43Degrés • a growing and enthusiastic digital agency based in Montpellier

**PROJECT MANAGEMENT** // I challenged several web projects according to clients business goals in miscellaneous sectors. Worked closely with developers and designers from discovering phases to final implementation. Integrated new creation paths using a mix of Agile methodology, UX design and testing. I strengthened business relationships during client presentations and monthly reporting.

**DIGITAL MARKETING STRATEGY** // Created and monitored campaigns on various accounts; from public institutions social media strategies to e-commerce PPC campaigns.

**OFFLINE AND BUSINESS SUPPORT** // Canvassing new customers, public tender responses and being a trainer in professional training sessions.

### DIGITAL EXECUTIVE

@43Degrés • april 2014 to september 2014 //internship//

Community manager and web copywriter on B2C accounts, I was involved in digital strategies for main agency accounts. I worked on emailing campaigns and emailingsummercamp.com, our educational emailing website project.

### COMMUNICATION EXECUTIVE

@Albera Nayandei Winery • january 2012 //internship//

Events and direct marketing. Community management on product best seller page. Graphic design.

### EVENT COMMUNICATION EXECUTIVE

@University of Perpignan • january 2011 //internship//

I organized the campus data center inauguration. Planning and cost estimations, public relationships, service providers selection, communication.

- references upon request -

## HOBBIES

