



AURELIE CHAUMERET

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Unit C, 934 5A St NW, T2N 1R6, Calgary, Alberta

PROFILE

- Bilingual Project Manager with 4 years of experience with web project management from start to finish.
- 2 years of experience with direct & web marketing.
- Familiar with various working environments, ability to work individually or as part of a team, and to deal with multiple intern & extern stakeholders.
- Accustomed to working in a fast-paced and deadline-driven environment.

RELEVANT SKILLS

+ Webmarketing

Traffic acquisition: SEO, SMO, newsletter, emailing, tracking. Google Analytics, Google Business, Webmaster Tools. Good knowledge of Microsoft Office pack.

+ Graphic Design

Good knowledge of Adobe CS6: Photoshop, Lightroom, Illustrator & InDesign. Print & web. Mac & PC.

+ Project Management

From start to finish: analysis and conception, scheduling, estimation, contractual relationship, service providers managing, quality control, user training.

+ Motion Design

Premiere Pro, After Effects. Video editing.

+ Webdesign

Good knowledge of HTML & CSS. Wordpress specialized. Cross-browser / cross-platform issues & web standards well known. Aware of web development languages implication (PHP, Javascript, SQL).

PROFESSIONAL EXPERIENCE

MULTIMEDIA
PROJECT MANAGER
FREELANCE
Bayonne, France
Oct 2011 - July 2015

Successfully managed 13 Wordpress websites, more than 30 graphic design and 6 video projects from concept through completion. Worked closely with clients to create their projects and consistently met deadlines and requirements. Advised clients in communication strategy, especially on social media. Trained each client to use their new website.

WEBMARKETING &
DIRECT MARKETING
MANAGER
SURFSESSION MAGAZINE
Anglet, France
March 2013 - Sept 2014

Designed and supervised sales tools elaboration and followed-up B to C promotional actions. Increased online shop traffic through supervision of 190 magazine advertisements, 10 emailing & mailing campaigns and 18 newsletters, and setting up 30 quizzes on Wordpress platform. Managed Prestashop online shop shop.surfsession.com (over 200 product sheets) and monitored technical troubleshooting with third-party support providers. Demonstrated organisation & rigour to juggle multiple tasks independently or with interdisciplinary teams and meet deadlines (magazine launch) in a fast-paced environment. Supervised subscription sales and customer database development. Worked on SurfSession brand identity development by setting more than 30 events end exhibits.

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- GRAPHIC DESIGNER** Volunteer experience.
FAST64 Boxing Club Association Created multiple paper-based communication such as flyers, posters, brochures and web communication such as banners, newsletters.
Anglet, France
Sept 2012 - Sept 2014
- JUNIOR WEB PROJECT MANAGER** Participated to the achievement of more than 5 web projects: functional specifications writing, scheduling, project tracking, website and mobile application fonctionnal layout drawing, graphic and web designing, content integrating, quality controlling, search engine optimizing, user training, social media page customizing.
OHMYWEB
Bayonne, France
May 2011 - August 2011
- GRAPHIC DESIGNER** Edited the BeachBrother's Buyer's Guide 2009 special issue's layout: 1300 photos and texts integration. Worked collaboratively with the photographer, the graphic designer, salespeople and editors.
BROTHERHOOD COMMUNICATION
Biarritz, France
August 2009
- OTHER EXPERIENCE** Responsible for C1rca & Clive promotion - Hoff (Paris, France).
Ski & snowboard technician - Ski Set, Intersport (Les Arcs mountain resort, France).
Section manager & saleswoman - Citadium, Décathlon, Roland Garros tournament (Paris), Bali Surf Shop (Contis, France), Intersport, Ski Set (Les Arcs Mountain Resort, France).
Renting agency assistant - CIS, Vacantel (Les Arcs).

EDUCATION

- «LICENCE PROFESSIONNELLE» One year degree, with distinction «Good». Emphasis on Project Management.
IT & MULTIMEDIA
2011, University of Bayonne (France).
- BAYONNE ART SCHOOL Desktop publishing & webdesign training.
2009, Bayonne (France).
- ISTEC Four year degree in business and Marketing school.
2002, Paris (France).

ACTIVITIES & INTERESTS

- ARTS INTERESTS Visual: street art, video, photography.
Music: 5 years dj experience, vinyl records collector, concerts.
- BLOGGING Road trip across Canada from coast to coast:
odysseecanada.wordpress.com.