



CHARLES PARENT

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Digital e-business Manager, I help organizations accelerate their global market, increase their investments, and enhance performance by developing their communication strategy, optimize their visibility on search engines and increase the audience to significantly improve their conversion goals.

SUMMARY OF QUALIFICATIONS

- I'm motivated **Digital E-Business Director** up to 10 years successful professional experiment
- Good communication, creative bilingual French and English in Search Engine Optimization
- Problem solving skills & client deliverables for carrying out various SEO/SEM campaigns.
- Able to combine web marketing and analyst talents with algorithmic skills focusing ROI
- Perfect understanding of the majors languages: html5, xml, css, rss, php, w3c standard
- Mastering all essentials SEO tools: Google Applications (Analytics, AdWords, Sites, Webmaster's Toolkit), Xenu, Moz, Majestic SEO, aHrefs... semantical analysis & keywords search
- Advanced user of Adobe CS5 suite: Photoshop, Illustrator, Dreamweaver
- Passionate, always curious, experimenting with different media & steadily heading for new concepts

PROFESSIONAL EXPERIENCE

Search Engine Marketing

- Focus on online conversion and target R.O.I.
- Manage and optimized campaigns across search engines to ensure goals are met
- Optimize Google analytics to track revenue performance of existing campaigns
- Keep current with SEM trends, actively research, test & propose new approaches to improving campaign performance
- Provide recommendations and actively participate in landing page optimization
- Manage PPC campaign budget more than €45k per year.
- Organize & plan the community management on social media: LinkedIn, Twitter, Facebook, Google+, Scoopit, Digs & Pinterest accounts

Search Engine Optimization

- Manage search engine audit documents on client websites and make recommendations
- Conduct keyword research based highly relevant and trafficked keywords
- Suggest improvements for SEO: internal architecture, identify content gaps and communicate any new content opportunities
- Handle more than 85 clients base and significantly raised rankings of client's websites within top 10 in major search engines (Google, Yahoo and MSN/Bing)
- Write end of month progress reports. Prepare search engine ranking and traffic reports to assess areas of potential improvement. Monitor, track, and report, websites traffic including trend analysis using site analytics solutions
- Undertake market and competitor research and analysis
- Keep up to date with current SEO technologies and tools
- Work with other SEO team to brainstorm new ideas and identify complex issues faced by new and existing clients
- Collaboration with stakeholders to ensure their content is SEO friendly
- Deal with clients and provide instructions for site optimization through written communication, conference calls and meeting
- Keep up-to-date with search engine technology, SEO methods and news by participating in forums, reading blogs and white papers and attending industry events

WORK HISTORY



SEO & QUALITY MANAGER

2018-2019

Jalis.fr – Web agency & search SEO – 140 pers. – 20M€ CA - Marseille, France

- Head of SEO, SEA, SMO
- Responsible for referencng 130 sites per month.
- Team Management / SEO Service Management
- Project management (planning, help, advice, training...)
- Responsible for complex SEO projects (audit, SEO, redesign...)
- R & D> Monitoring & SEO improvement of Jalis CMS
- SEO training, semantic search, Google Analytics, Web writing...
- Expert in advanced SEO strategy: Netlinking, PBN, Cloacking...
- Google Certifications obtained: Analytics, Adwords, Shopping and Mobile.



MARKETING DIGITAL SPECIALIST & SEO EXPERT

2010-2018

digiconsult.fr – Webmarketing - Eurl €95k CA - Nantes, France

- Develop SEO strategy & execute plan for growth of organic traffic over 45 clients base
- Market research including online consumer behavior, understanding search engine behaviors (Google, Yahoo and MSN/Bing)
- Engineered extremely competitive environment of research
- Deployed organic search result including in depth keyword research, competitor analysis, technical audits, content optimization and link building
- Integrated graphical user interface in Content Management System (WordPress environment: up to 75 installations)
- Designed iPhone App: Architectural audio guide of Notre-Dame de Paris



DIGITAL MARKETING DIRECTOR

2014-2016

Wondereur Inc. - Art contemporain & Article luxe - 14 pers. - 2,7M\$ CA - Toronto, Canada

- Webmarketing: Communication & marketing plan, Follow-up of projects, Conduct of SEO strategy, Analysis of results and implementation of recommendations.
- UX: Redesigning the web interface & matching the user experience on smartphone
- Interactive Applied Arts Awards Winner 2015 (Museum, Art)
- Double Nominee of the 18th Webby Awards (NYC, 2014): Best art platform and best use of photography & Official Honouree in 2013 (alongside the New York Times, the Financial Times and Martha Stewart Living)
- DMA 2013 awards finalist in UK along side TATE and British Journal of Photography
- Featured in & loved by Beaux-Arts, MONOCLE, Le Monde, Globe & Mail, Les Affaires, Trendhunter, Designmon, Toronto Standard, CBC, Radio Canada, Now, Shine (Yahoo), GOOP, Sparksheet...



DIGITAL MARKETING SPECIALIST

2011-2012

Zebaz.com - Data marketing - 50 pers. €3M CA - Nantes, France

- Consolidate SEO recommendation on 2 millions website pages
- Managed PPC campaign budget of 45k€ per year
- In change of search engine optimization for this site, achieving 15% av. growth per month and decrease the bounce rate of 28 %
- Organized the community management on all social media: LinkedIn, Viadeo, Twitter, Facebook, Google+, Scoopit, Digg account, etc.
- Design and integrate B2B emailing production (15 emailing/ month)



WEB MARKETING CONSULTANT

2008-2010

Aubay.com - SSII 1 500 pers. - €151 M CA - Nantes, France

- Implementation of research, method and tools in conducting transversal projects for eBanking (IBP, CMB Arkea)
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QUALIFICATIONS & EDUCATION

2019: Google certified Ads

For advertising on the Research Network

2015: MasterClass Stats + WEB

Frères Peyronnet – SEO & Web Technology Watch

2013: University of Toronto - St. George Campus

Advanced WEB and Social Media Strategies

2002-2006: Microsoft corp. training

Project Management & monitoring clients/partners

1993-1996: DEFA – Ecole Nationale Supérieure d'Architecture de Nantes (ENSAN)

Diploma of Fundamental Study in Architecture

2018: Google certified Analytics

& Google certified Adwords

2014: Web Architecture & Semantic Cocoon

Laurent Bourrelly – SEOmaster

2012: University of Pennsylvania -Gamification

Mechanisms of gamification: a tremendous potential

1997-1998: TIGAD - Arinfo, Nantes

Certificate in Graphic computer science & Arch. Design