



# SARAH MEYRAN

DIGITAL PROJECT MANAGER  
28 years old, available November

(+33) 6.61.41.29.88

SMEYRAN@GMAIL.COM

WWW.SARAHMEY.COM

2 years project management of global digital program gave me a strong experience in 360° digital ecosystem management with the right understanding, coordination and communication of process within multiple stakeholders.

## SKILLS

WORDPRESS

ADOBE AEM

PRESTASHOP / DRUPAL

MICROSOFT PROJECT / SMARTSHEET

JIRA

TECHNIQUES OPTIMISATION SEO

HTML / CSS

AXURE

PHOTOSHOP / INDESIGN

## LANGUAGES

**ENGLISH - LEVEL C1 (BULLATS)**

2 years living abroad + experience in an international environment

**FRENCH**

Mother tongue

## VOLUNTEERING

**MOINAMA (2008-2009)** : Board member of a musical association for young people: graphic design + in charge of communication and sponsorship.

**SHERPA (2015 - 2016)** : Association that protects and defends victims of economic crimes. Involvement in graphic design, newsletter and webdesign

**QUALITY STREET (2016)** : Theatre group that narrates Hip hop history through short dancing and musical plays. Website creation.

# EXPERIENCES

## WEBMARKETING & TECHNICAL PROJECT MANAGER

SINCE DECEMBER 2016 , PARIS

Creating websites and managing digital communication for different firm's business units within an internal digital agency composed by a developer, graphic designers, brand content manager...

WEBSITE DEVELOPMENT :

- Need analysis, benchmark and audit
- Technical and requirement specifications
- Wireframes and UX optimization
- Internal and external team coordination

WEBMARKETING ACTIONS :

- Audit and recommendation
- Corporate and product websites SEO optimization
- Implementing digital strategy (Social network, Adwords and retargeting campaigns, emailing...)
- Partners and influencers management

## INTERNATIONAL PROJECT MANAGER | DIGITAS LBI, PUBLICIS GROUP

SINCE JANUARY 2016 , PARIS

Responsible for "Helios" digital platform's international roll-out for RENAULT-NISSAN for 5 countries in the expected quality and deadlines : Norway, Finland, Austria, Latvia, and Lithuania :

- In charge of planning initiation, execution, monitoring, controlling and closure Initiation according to markets' local and legal specificities ;
- In charge of coordination more than 20 stakeholders (translation agency, Client Partners, Market launcher, CMS team, Nissan Europe, SEO expert, Lead Manager, IS, data team ...)
- Risks recognition and minimization of uncertainty. Proposal of solution ;
- Improvement of European Master template and managing updates's deployment on defined scope.

## DIGITAL CONSULTANT, WEB PROJECT MANAGER AND GRAPHIC DESIGNER | FREELANCE

SEPTEMBER 2014 TO JANUARY 2016 , PARIS - PORTFOLIO : WWW.SARAHMEY.COM

Design and implement of webmarketing strategy for more than 50 corporate and non-profit clients :

- Establishing Web project scope according to clients' strategy and market
- Creating offline/online communication tools and design material : website (corporate and e-commerce), brand identity, leaflet, social network visuals, packaging, ...
- Implementing webmarketing strategy and levers : CRM, newsletter, community management, SEO, ...
- Coordinating stakeholders and providers : SEO, SEA, developer, ...

**EXAMPLE OF CLIENT CASE** : Louise Emoi, www.louiseemoi.com

- Website creation : Wordpress + woocommerce :
- UX, functional and sitemap improvement : Sale x 2 (in 1 year). ~30k revenue made online
- Traffic generation : + 200% visits (in 1 year);
- Newsletter creation : Opening rate ~60% ;
- Facebook page animation : + 265% likes (in 1 year) ;

## DIGITAL COMMUNICATION PROJECT MANAGER | PIERRE FABRE LABORATORIES

MARCH 2014 TO SEPTEMBER 2014 , CASTRES

Optimization of the Group's corporate communication in France and in its subsidiaries : International website deployment in 7 countries, SEO optimization, Youtube and Facebook strategy recommendations, ...

## PROJECT MANAGER IN A JUNIOR ENTREPRISE | IAE JUNIOR CONSEIL

SEPTEMBER 2012 TO SEPTEMBER 2013 , TOULOUSE

# EDUCATION

## MASTER MARKETING OF INNOVATIVE TECHNOLOGIES | BUSINESS SCHOOL IAE TOULOUSE

Courses taught 50% in english : digital strategy, ecommerce, e-reputation, projet management...

## BACHELOR IN COMMUNICATION | UNIVERSITY OF MULHOUSE

Apprenticeship at the National Rail Station, SNCF

## BACHELOR BUSINESS AND ADMINISTRATION | HOGESCHOOL UNIVERSITEIT BRUSSEL

## DEGREE IN INFORMATION COMMUNICATION | UNIVERSITY OF SOPHIA ANTIPOLIS