



Laurent DEBURAUX

Digital Consultant

French citizen, Driving Licence

Levallois-Perret (92), France

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laurentdeburau

SKILLS

Project Management

Lean - Kanban, Agile - Scrum,
PMP-PMI literate

Product Management

Business workshops, Backlog, User
Stories, Mockups, Functional Specs

Communication

Copywriting, Social Media, Public
Speaking

LANGUAGES

ENGLISH

B2 – BULATS Certificate

FRENCH

Native

EDUCATION

DPO / GDPR Certification, pending
PECB (CNIL approved), Paris – 2021

**Master's degree, Business and
Marketing**

CNAM MIP (ICSV), Paris – 2013

**Digital Project Management student,
Art Direction specialized**

IIM, Paris La Défense – 2001–2002

IT SKILLS

SEO, SEA

SEMrush, Google Analytics, Ads, Console

Design, UX

Adobe CS (Photoshop, Illustrator, InDesign,
Première), Balsamiq, UX-Pin

E-commerce, CMS

Prestashop, Shopify, Magento, WordPress

CRM, emailing

Salesforce, Sage, Zoho, MailChimp

Collaboration

JIRA, Confluence, SharePoint, Trello, Slack

ABOUT ME

Dynamic, curious and involved, I believe that digital must be at the heart of organizations. Developing strategies and action plans to lead transformation projects are exciting challenges for me.

I have many experiences managing UX teams, creative and developers. I lead by caring, listening, recognition of performance and sense of priorities.

EXPERIENCE

Since 2010 : **Digital Consultant** – FREELANCE

Main Clients (jobs from 3 months to 4 years):

- **CTO and Communication manager** – GUIDE LITERIE (co-founder)
- **Digital Transformation Consultant** – JP-MAT
- **E-learning Manager** – BON USAGE CONSEIL
- **IT Business Analyst (CRM)** – DASSAULT SYSTÈMES
- **Project manager and Post-Producer** – BETC (HAVAS GROUP)
- **Senior Product Owner** – VIADEO
- **Senior Product Owner** – ENSEMBL.fr / MA-RESIDENCE.fr
- Also: TRECA STORES, LA BOUCHERIE AGENCY, LOUIS ROEDERER, CHRISTIAN LACROIX, BAZAR CHIC...

2008 – 2010: **Marketing and IT manager** – COGEPREC

2007 – 2008: **Digital Project Manager / Art Director** – FREELANCE

2006 – 2007: **Leisure and Sports Centre Manager** – EXO LOISIRS

2002 – 2006: **Marketing and IT Project Manager** – BIP FRET

1999 – 2001: **Journalist** – AGORIDE.COM, GLISSHOUSE.COM,
SKI NAUTIQUE MAG, WAKEBOARD MAG

1999 – 2010: **President** – FRENCH WAKEBOARDING ASSOCIATION

Details on following pages.

Since 2017

CTO and Communication manager

GUIDE LITERIE – Paris, France (co-founder)

Bedding renewal information web app guideliterie.com (editorial, store directory, reviews, personalized choice help test).

100K monthly users (150K during sales period), +25% yearly SEO audience.

- Definition of an entry strategy on the bedding market.
- Conception and realization of the Web App (responsive design, SEO optimized).
- Development of an automated tool for personalized bedding diagnosis.
- Standardization of data for the store directory and a multi-brand product catalog.
- Writing specifications of tables and SQL queries and specifications.
- High qualified lead generation (5% of web app users), with detailed needs, budget, score, email and phone.

Environment: TypeForm, Google Sheets, Zapier, Wordpress, MySQL, MailChimp, Trello, SEMrush, Search Console, Google Analytics.

2020 (4 months)

E-learning Manager

BON USAGE CONSEIL – Boulogne-Billancourt (92), France

Consulting, audit and training company dedicated to Health business.

Main responsibility: management and development of e-learning department.

- Management of external and internal resources (team of 2 e-learning designers / LMS administrators).
- Scheduling, launching and monitoring of standard or custom projects (daily exchanges on content with the company's pharmacists).
- Assessment and adaptation of methods and tools focused on quality and customer experience (LMS, Trello, Sharepoint, CRM).
- Technological and competitive watch on e-learning tools (authoring tools, motion design, LMS).

Tools: Trello, Sharepoint, Clienteo, Office 365.

2019 (5 months)

IT Business Analyst

DASSAULT SYSTÈMES – Vélizy (78), France

Specification and implementation of a CRM from scratch, with in-house and market technologies. Product Owner and Project Manager roles.

- Animation of business workshops and needs analysis.
- Production of functional specifications.
- Specification and acceptance of mock-ups with the UX team.
- Technical split of features with developers and cost estimate.
- Consideration and definition of QA tests + Bug tracking in production.
- Development monitoring in India and acceptance tests.

Tools: 3DS platform and apps environment, Confluence, SharePoint, Excel, Powerpoint.

Main language: English.

2018 (1 year)

Project manager and Post-Producer Freelance

BETC (HAVAS GROUP) – Pantin (93), France

GENERAL POP by BETC, audiovisual production company.

- Post-production of movies and photos (quotations, digital projects management).
- Set a new photo retouching service (digital and print).
- Main advertisers: DISNEYLAND PARIS, LACOSTE, YVES SAINT LAURENT, VALENTINO, BOURJOIS, EVIAN, BOUYGUES TELECOM, CRÉDIT AGRICOLE, SOCIÉTÉ GÉNÉRALE, CITROËN, PEUGEOT, EDF, NOVOTEL, LAVAZZA, CARTE NOIRE.

Tools: Trello, Excel, Google Sheets, Photoshop.

2013 – 2020

Digital Transformation Consultant

JP-MAT – Paris, France

Digital transformation for HAMMERHEAD and CORINSA distributed by JP-MAT, from 2013 to 2017:

- Design and implementation of an e-commerce site for public works equipment (DNN platform with adaptation to business specificities).
- Implementation and monitoring of Salesforce CRM, SEO tracking, SEA and communication operations.

2019, 2020: migration of hammerhead.fr website to Shopify, and content production for SEO and emailing.

Tools: Shopify, DNN CMS platform, MySQL, MailChimp, Trello, Google Sheets, Slides, SEMrush, Search Console, Google Analytics, Photoshop.

2014 – 2015 (6 months)

Senior Product Owner

VIIDEO – Paris, France

Redesign of the homepage for connected users, then the complete redesign of viideo.com.

- Defining and management of redesign of the home of connected users with a dedicated team of 6 developers, 2 graphic designers and 2 UX consultants.
- Expectations exceeded, resulting in the deployment of a new design on all Web App and Mobile App.
- Use Cases production for future projects.

Tools: Kanban, Analytics, Excel, JIRA, Balsamiq.

2013 – 2014 (18 months)

Senior Product Owner

MA-RESIDENCE.fr – Levallois-Perret (92), France

Define of a localized social network to implement on a property management tool (today 2 separate applications: ma-residence.fr and ensembl.fr).

- Management of teams in Marketing and Technical Departments (including a team of 5 developers at Theodo Paris).
- Lead and coordination of focus groups and surveys with Ipsos and Yuseo, results analysis, recommendations.
- Create site maps and wireframes to illustrate site structure and coordinate the quality control process, budget and timeline.

Tools: Scrum, Symphony, Balsamiq, UX-Pin, Excel.

2008 – 2010

Marketing and IT manager

COGEPREC – Villebon (91), France

Industrial equipment official dealer in France: VERMEER MFG, CORINSA, POWER CURBERS.

- Marketing budget: 200 K€/year, sales team management, CRM and ERP set and monitoring.
- Numerous trips to manufacturing locations, including (Goes, NL) and Pella (IA, USA).

2007 – 2008

Digital Project Manager / Art Director

FREELANCE – Paris Area, France

Main Clients (jobs from 3 to 12 months): EURO-RSCG (HAVAS), AGENCE SEAL CREA, COGEPREC.

2006 – 2007

Leisure and Sports Centre Manager

EXO LOISIRS – Moncontour (86), France

Set and launched a new leisure park: 35 ha (86 acres) with lake and new cable wakeboard park, restaurant, cottages, campsite.

- Global investment: 2 M€.
- Monitoring of works and first year of operation.
- Hired and managed 18 employees.
- Hosted the 2006 French National Wakeboard Championships.

2002 – 2006

Marketing and IT Project Manager

BIP FRET – Saint-Germain-en-Laye (78), France

- Websites design and development, commercial leaflets and trade shows booths for a transport and logistics company.
- IT services admin: delivery trucks tracking, software development, and several in-house servers.
- Development of business applications (transport control, editing of mission orders, access control).

Tools: Microsoft Exchange, IIS, SQL, ASP / .NET, Excel.

1999 – 2001

Journalist

AGORIDE.COM, GLISSHOUSE.COM, SKI NAUTIQUE MAG, WAKEBOARD MAG

News articles, reports and interviews (for paper magazines and websites).

Part time with CFPJ Journalism School (Paris, France).