

PROFILE

I am currently looking for a new challenge in eCommerce. Working for Nespresso could be an opportunity to combine technical and commercial experience in Digital / eCommerce fields and is a real challenge to sustain company's growth. I am **certified UX-PM, Google Analytics Individual Qualification, Google Digital Active, Google Pour les Pros, PRINCE2 Foundation and Practitioner.**

SKILLS

eCommerce **A/B Testing** **UX-oriented** **Project Management** **Google Analytics certified**

WORK EXPERIENCE

Global eCommerce Business Rollout Project, Nespresso HQ, Barcelona

(Mars 2020 – current)

As part of the **eCommerce Rollout Project Team**, I am in charge of **leading** and **coordinating** the **deployment** of **features** and **websites** across all **Nespresso markets**. Acting as the link between **local teams, HQ and our IT partners**, my role is to ensure IT solutions would meet Business requirements, accompanying local stakeholders during the entire project life cycle.

- ▶ Responsible for the **deployment** of **new eCommerce products, features and solutions** on **B2C & B2B websites**
- ▶ Deploy **pilot projects, build and enhance** the **rollout methodology** (Connected Machines)
- ▶ Setting project **milestones, timeline** and **managing** dependences on other projects and tasks
- ▶ Coordinate with **IT (technical operations), UX, testing, webmaster and local markets teams** (content management)
- ▶ **Define test scenarios, review** test cases, **lead** and **support** user acceptance test phases (functional and content)
- ▶ **Deliver** according to **business objectives** (sales, conversion, SEO performance...)
- ▶ **Analysis and Reporting:** monitor & validate **performances** with HyperCare KPIs and dashboard

Rollouts handled: Vertuo / B2B Responsive / Paypal / Connected Machines / Subscription / Nespresso & You / Distributors

International Digital & eCommerce Specialist, Amaris, Geneva

(Oct 2016 – Feb 2019)

Working as Consultant for **Nespresso HQ** in order to support them to **deploy the new B2C eCommerce** platforms around the world (more than 30 countries), **support local markets** Web teams.

- ▶ **Rollout of 39 new eCommerce B2C** websites with many stakeholders
- ▶ Deployed the **5 major markets** and **supported 21 markets** launches on the new Responsive Nespresso eCommerce B2C websites
- ▶ **Supported with Hybris platform** for markets
- ▶ **Built and documented** technical/setup webmastering **guidelines**
- ▶ **Conducted 3 main eCommerce features deployment** (Subscription / Rating & Reviews / Easyorder) in 19 countries to achieve objectives
- ▶ **Delivered 4 features configuration trainings** to Operations Specialists to build and improve markets capabilities to run and master advanced eCommerce activities
- ▶ Enhancement of a **fully digital integrated content strategy**
- ▶ **Configuration / implementation** of more than 400 content pages to have a full **User eXperience** across our websites
- ▶ **Coordinated content** needs from the local markets teams, forecast and analyzed the potential results of **optimizing** and creating new content
- ▶ **Responsibility for campaign scouting and global rollout** by mapping and optimizing content strategy to find opportunities and improve performance
- ▶ **Automatized and industrialized** the features rollout process for upcoming markets with IT and Config departments
- ▶ **Accessibility and disability awareness**, making 6 markets **WCAG 2.0 AA ready**

Used tools: JIRA, Hybris, Google Analytics, ALM, Eclipse, Jenkins, Bitbucket, Confluence

Digital & eCommerce Project Manager, Editions Atlas & Provea SA De Agostini Group, Lausanne

(Jan 2013 – Jul 2016)

- ▶ Management of **international eCommerce** web content CMS covering 18 countries
- ▶ Set up of **A/B Testings** in order to improve our websites for customers (UI and UX) and our sales.
- ▶ Implementation of reportings from **Google Analytics** for Management with defined KPIs
- ▶ **SEO Optimization** (5 markets achieved and training on new semantic rules)

- ▶ **Improvement of digital processes** (flow, GTM, UA, controlling web sites with automatic alerts, POS)
- ▶ **Management of external agencies** to improve our websites UX/UI, establishment of retargeting & RTB
- ▶ Enhancement from Desktop sites to **mobile sites** (m.) with dedicated CMS
- ▶ Management of functional specifications between **CRM WebService** and website related to customer account (creation, log in, validation, info update)
- ▶ **Strategy definition to promote our brand** on Facebook and Instagram and **Social Media reporting**
- ▶ **Implementation of the Miriale channel** (videos with more than 50K viewers) / **Increase brand awareness**

Web Project Manager, Editions Atlas & Provea SA De Agostini Group, Lausanne

(Jan 2013 – Dec 2013)

- ▶ Implementation with Back-Office (Malta) of a new CMS tool (functional specifications, rules, UX/UI)
- ▶ Management of 15 eCommerce websites for MirialeAndTonoStore.com (e-shops), SEO optimization
- ▶ Creation and coordination of landing pages to increase our sales and traffic
- ▶ Management of digital projects including CMS, front, social tools (like / share, FB connect, etc.)
- ▶ Recommendation on technical / commercial / social strategies partnered with Head of Digital Marketing

Social Media Consultant, We Are Digital, Thonon-les-Bains (France)

(Apr 2013 – Jun 2014)

- ▶ Management of SEM (SEO/SEA) campaigns, Facebook Ads campaign
- ▶ Management of publications and pages through Hootsuite
- ▶ Reporting of Instagram with Iconogram / Setup of marketing email campaign (MailChimp and Sendinblue)
- ▶ Guidelines for creating new websites with CMS (Joomla, Magento, Wordpress)

Chief Technology Officer, All Together, Paris (France)

(Jul 2011 – Dec 2012)

- ▶ 250K€ fundraising with a private investor
- ▶ Recruitment and management of the web team
- ▶ Complete creation of the website from scratch using PHP technology and HTML5/CSS3 in MVC model / Database modeling / Using versioning tool (TortoiseSVN) and project manager tool (KanbanFlow)
- ▶ Set up SEO and Google Analytics. Development of social media strategies in order to recruit fans and implement a new community of users (C2C)

EDUCATION

Objectif 3D (2009)

Graduate in infographic 3D, online courses

Barthélemy de Laffemas (2007)

Bachelor degree option IT with Honor well

FEEDBACK

Pietro Carrara – eCommerce Business Deployment Manager, Nespresso HQ (My current line manager)

Pietro.carrara@nespresso.com - +34 934 75 96 33 (Professional Phone)

Albert Stein – Head of Digital Marketing, Editions Atlas (He was my line manager at Editions Atlas / Provea SA)

astein@editionsatlas.ch - +41 (0)21 731 96 03 (Professional Phone)



UX-PM
level 1

Certificate of Achievement

This certificate accredits that:

Frederique De Sousa

has successfully completed the
International Certification **UX-PM level 1**

Certified number: UX-PM1-1466-CH17-0075

Certification date: 2 November 2017

Certified by:

UX|alliance
The international network
for user experience

Partner in Switzerland:



TELONO
user experience

Trainer's signature:

TELONO SA
64-66, rue de Lausanne
CH-1202 Genève
+41 22 755 00 00

Dr Florian Egger



UX-PM
level 2

Certificate of Achievement

This certificate accredits that:

Frederique de Sousa

has successfully completed the
International Certification **UX-PM level 2**

Certified number: UX-PM2-0944-CH18-0055

Certification date: 1 May 2018

Certified by:

UX|alliance
The international network
for user experience

Partner in Switzerland:



TELONO
user experience

Trainer's signature:

TELONO SA
64-66, rue de Lausanne
CH-1202 Genève
+41 22 755 00 00

Dr Florian Egger

Certification Google Analytics

FREDERIQUE DE SOUSA

obtient ce certificat attestant de sa réussite à l'examen de certification
Google Analytics.



VALIDE JUSQU'AU
4 février 2019





Frederique De Sousa

a validé avec succès la formation
aux **Fondamentaux du Marketing Digital**
de Google pour les Pros



DÉLIVRÉ LE:
17/09/2016

La formation de Google pour les Pros consiste en 23 modules couvrant de nombreux thèmes du marketing digital : recherche, emailing, médias sociaux, display, vidéo, e-commerce, ciblage, analyse d'audience et plus encore.



Frederique De Sousa

a validé avec succès la formation
aux Fondamentaux du Marketing Digital
de Digital Active



avec Google



AVEC LE SOUTIEN D'IAB EUROPE

DÉLIVRÉ LE :
24/06/2016

La formation de Digital Active consiste en 23 modules couvrant de nombreux thèmes du marketing digital : recherche, emailing, médias sociaux, display, vidéo, e-commerce, ciblage, analyse d'audience et bien plus.

This is to certify that
De Sousa Frédérique

Has achieved the
PRINCE2® Foundation certificate in Project Management

Effective from **26 August 2015**

Expiry date **N/A**

Certificate number **03890366-01-I9VN**

Candidate number **2000228907**

Signature 

Peter Hepworth, CEO, AXELOS

Signature 

Nick Houlton, COO, APMG International

This certificate remains the property of the issuing Examination Institute and shall be returned immediately upon request.

This is to certify that
De Sousa Frédérique

Has achieved the
PRINCE2® Practitioner certificate in Project Management

Effective from **28 August 2015**

Expiry date **28 August 2020**

Certificate number **03891070-01-3LDN**

Candidate number **2000228908**

Signature 

Peter Hepworth, CEO, AXELOS

Signature 

Nick Houlton, COO, APMG International

This certificate remains the property of the issuing Examination Institute and shall be returned immediately upon request.



Babbel Certificate

This is to certify that **Frederique De Sousa** has successfully completed the Russian course:

Beginner's Course 1

based on level A1 of the Common European Framework of Reference for Languages (CEFR)

ALPHABET

- ✓ the 33 Cyrillic letters of the Russian alphabet

VOCABULARY

- ✓ greeting someone
- ✓ introducing oneself, asking someone how they are
- ✓ speaking about where you're from
- ✓ ordering food and drink
- ✓ asking about and giving information about work

GRAMMAR

- ✓ personal pronouns
- ✓ singular and plural forms of address
- ✓ the gender of nouns
- ✓ the gender of adjectives

Michaels Plus

25 Sep 2016