



PIERRE POULARD

Digital Project Manager
BETC Digital

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Contact Details

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About me

Recently graduated from a top French Business School where I pursued a Master of Science in Digital Marketing, I have gained exposure to project management thanks to successful experiences in digital agencies and advertiser.

I am seeking a Digital Project Manager full-time position in a digital agency or a digital tech company starting from January 2018.

Professional Experience



Digital Project Manager - BETC Digital

August 2017 - December 2017

Account: PEUGEOT France & PEUGEOT Worldwide

- Writing creative brief
- Following-up creative and technical teams
- Managing the production of multi channel media plan
- Running the project's acceptance tests
- Realising Weekly and Adhoc benchmark



Digital Project Manager - Gestion Immobilière Tissinié

September 2016 - April 2017

Analysis and recommendation phase:

- Analysed the Nice real estate market through benchmarking
- Defined an online and offline communication plan

Implementation phase:

- Designed the user experience and brand content
- Created and managed social media accounts
- Realised a thorough documentation of the project.



Junior Digital Project Manager - Extreme Sensio

January 2016 - June 2016

Main duties:

- Defined the projects' scopes
- Specified the projects' functional requirements
- Follow-up of creative and technical teams
- Ran the acceptance test phases
- Monitored the ongoing digital campaigns' KPI

Main accounts: Mediametrie, Nexity, Air Liquide, Futuroscope.



Digital Project Manager - Bricoman

June 2015 - December 2015

BRICOMAN Mobile website

- Identified the mobile behaviour of Bricoman's core target
- Designed the user experience
- Managed the graphic design team
- Specified the project's functional requirements

BRICOMAN Desktop website:

- Specified the acceptance test's guidelines to ensure the tests' thoroughness.
- Supervised the acceptance test phase

Education

2011
2013

Master in Management
SKEMA Business School, Lille

2015

MSc Digital Marketing
SKEMA Business School, Sophia

Two-year degree in Marketing,
Communication & International Business
IUT de Sceaux

2013
2017

Undergraduate Program,
School of Business
Queen's University, Kingston, Canada

2016
2017

Languages



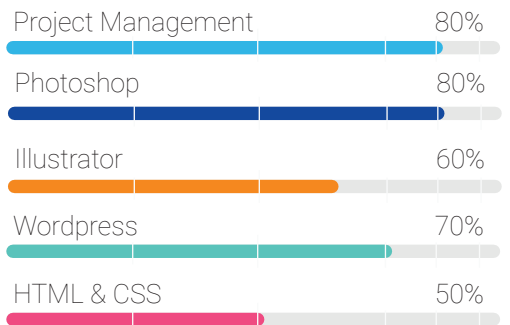
English
Fluent

TOEFL: 580 / 677



Spanish
Intermediate

Skills



Google Certification



Analytics



AdWords

Interest



Cooking



Travelling



Rugby



Series

Let's keep in touch



www.pierrepoulard.fr



linkedin.com/in/pierre-poulard