

Sébastien GIRARD SEO Manager / Consultant

85 route de Thionville
L-2611 - Luxembourg

Date of birth : June 17th 1993
Nationality : French

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Driving License

Work Experience :

- > December 15th 2018 to date : **SEO & Content expert.**
Company : **bitFlyer Europe**, Cryptocurrency exchange in **Luxembourg**.
- > August 10th 2015 to December 12th 2018 : **SEO Project Manager.**
Company : **Vanksen**, Digital Communication Agency in **Luxembourg**.
- > September 16th 2013 to September 5th 2014 : **SEO Worker and Web editor.**
Company : **E-Nova**, Web Agency in **Mulhouse, France**.
- > April 2nd 2013 to June 21st 2013 : **SEO intern.**
Company : **Zebedee Creations**, Web Agency in **London, United Kingdom**.
- > May 2012 to May 2014 : **Web editor and translator.**
Company : **ToileF1.com / Motorsport.com**, Motorsport News websites

Schooling :

- > 2013 to 2014 : **Professional License** Specialized in SEO and Web Writing
Part-time work with a web agency. Mulhouse University
- > 2011 to 2013 : **Technical Degree** in Web design and multimedia
Specialized in Communication. Belfort & Montbéliard University
- > 2008 to 2011 : **Bachelor in literature & Cinema Audio-Visual** as an option, with honors.
Louis Pasteur High school in Besançon.













Tasks :

- Initial analysis :**
 - Keywords research
 - Technical Audit
 - SEO strategy
 - International SEO
- Optimization work :**
 - SEO Recommendations
 - Technical fixes
 - On-page and content adjustments
 - Backlinks acquisition
 - App Store Optimization
- Website updates and maintenance**
 - Blog Management
 - Web content writing
 - Landing pages creation
- Monitoring and Reporting :**
 - Rankings, traffic, conversions
 - Dashboard creation
 - Competition analysis
- Additional projects :**
 - Adwords campaigns
 - Community management
 - Logo & Visual design
 - UI UX testing
 - Product testing
 - Video editing
 - Translations
 - Audio transcription
 - Live-blogging

Languages :

- French** Mother tongue
- English** Read, written, spoken : Advanced
Toeic : 895 / 1000
- Spanish** Read, written, spoken: Basic
- HTML / CSS**

Tools :

-    > CMS & Blogs
-    > Social networks
-  > Search Console
- > Analytics
- > Adwords
-    > Illustrator, Photoshop, InDesign
-   > Dreamweaver, Flash Builder
- > Premiere Pro

Interests :

Formula One, MotoGP and other motorsports / Movies, photography, motion, graphic & web design / Video games, new technologies / Cars, bikes, architecture