

Christophe CHAUDEY

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Growth-Hacker & UX-Designer with 6 years' experience in multi-tiered web application design and optimisation, expertise in Growth Hacking strategy, and Wordpress conception.

Technical Skills

- **User Testing:** Wireframing, Prototyping, Paper testing, Usability Test Screen recording...
- **Visual Design:** UI Kit Design, Mockups, Colour psychology, HTML/CSS, Javascript (basics only)
- **UX Research:** Creative Thinking, Brainstorming, User Interviews / Surveys, A/B Testing
- **Data Analysis:** Google Analytics, Reporting, Excel, Heatmap, Facebook Analytics...
- **Growth Hacking:** Marketing Automation, Emailing, Landing Page, Sales Funnel conception, Psychology of Persuasion, Copywriting (in French), Traffic Generation, Facebook Ads, Conversion Rate Optimisation (CRO)...
- **Communication & Events:** Meetup speaking, Teaching at University, Coaching, Conference / Webinar presentation
- **Project Management:** Tasks organisation & planning, Budget Estimation, Team Follow-up
- **Languages:** French (Native), English (Fluent), Spanish (Beginner)

Software and Tools

- Photoshop, Illustrator
- Adobe XD, Balsamiq
- Asana, Trello, Slack
- Debut Video Capture, Appear.in
- Google Analytics, Heatmap.me
- Buzzsumo, Hootsuite
- Facebook, LinkedIn
- Typeform, surveymonkey
- SublimeText, Notepad++
- Linux command (basics)
- Wordpress, Woocommerce
- PHP 5 (basics), JQuery (basics)

Professional Experience

+ Growth Hacker, UX Designer & Business Coach

June 2010 – Present

Freelance (full-time since sept. 2014)

Remote work

I help small and medium-sized companies to Grow by implementing CRO & Automation strategies, and UX Design processes. I also build wordpress websites and other web materials to give them appropriate tools for their communication. I usually work with different teams (agencies, freelancers...) of 2 to 6 people.

- Design, Create and Improve sales funnels for lecoam.eu, masterclass-degustation.com, forbes.fr (currently processing), aucoeurduvoyage.com and many consultants, small-sized companies and agencies, based on Landing Pages, Facebook/Adwords ads and Blogging using Wordpress plugins or Clickfunnels. As an example, I increased the Lead capture rate of optimumdecennale.com from 5.2% to 56 with specific landing pages.

- Implemented a whole new conversion strategy for tendanceschaussures.com (and other e-commerce businesses) via Emailing, Automation, and User-centered Design approaches based on Analytics data, heatmaps, User Tests, and my Experience. I achieved a 80% growth of income for Tendancechaussures.com in 2015.
- Set up different types of Tracking tools and Data Analysis Dashboards to measure key metrics (such as Customer Life Time Value, Bounce Rate, AARRR Approach, etc.)
- Lead A/B Tests (using wordpress plugins or Optimizely) to increase conversion working on Page structure, Copywriting aspects, Persuasion strategies (countdowns, pricing, Headlines...).
- Build recommendations documents based on Audit and Tests results analysis.
- Follow-up, Manage, and Drive Developers, Writers, Graphic Designers, Social media marketers, Adwords specialists... during the implementation process, usually with Agencies, Freelancers or Client internal team.
- Find Users (from the client's Team if relevant or from its final clients) and drive User Testing sessions, Interviews, Surveys... I also use service like usertesting.com or trymyui.com when necessary.
- Train and Coach teams to proper use of new implemented tools and strategies by providing them regular Skype calls, video tutorials and methodology documents.
- Integrate HTML, CSS, and Javascript for web applications.
- Make, optimise and maintain websites such as lecoam.eu, masterclass-degustation.com, traficmania.com, lesondemavoix.com... for consultants and small-sized companies with Wordpress and plugins.
- Designed Mobile apps for tendancechaussures.com (currently processing) and Artibip.
- Participated as a speaker at meetups and conferences in the Digital Media area, including one in partnership with Google in 2014.

+ Lead UX and SEO Manager

NetMediaEurope – Consultant

October 2013 – September 2014

Paris, France

As a consultant, my mission was to boost the traffic (Number of Visitors, Pages views, Session duration...) of 25 different websites, in collaboration with up to 30 people (Developers, Journalists, Marketing team, Managers and Graphic Designers). The company business model was based on selling ads display and Leads, so quantity and quality of the traffic were important.

- Performed SEO Architecture activities including site audits and analysis on large scale sites such as silicon.co.uk, channelbiz.co.uk, itespresso.fr, silicon.fr, ubergizmo.com...
- Made periodic reporting of tasks to help plan the SEO strategy.
- Worked closely with the editorial team to ensure the content quality regarding Google recommendations and the company editorial strategy.
- Enhanced UI of several widgets (newsletter subscription process, internal SEO tools...), and other elements in order to improve the User experience of internal Journalists and websites users.
- Led the coordination, development and evaluation of all SEO tasks in European and South American sites of the group with internal teams in France, UK, Germany, Spain and Italy, using Asana, regular skype calls and semestrial meeting.
- Sought new opportunities to improve the content strategy by analysing competitors and the industry trends using tools like Google Analytics, Buzzsumo and Hootsuite.
- Found and developed new traffic sources (social media, emailing, partnerships...).
- Guided the writing team for content optimisation in order to maximize Visitors reading experience
- Analysed, Set up and organised data on Google Analytics in order to identify potential SEO issues and opportunities + Installed an Advanced Event Tracking system on websites to Push specific data on Google Analytics.

- Widen the variety of content types with infographics, dossiers, tutorials, 'how-to' articles to strengthen the SEO Strategy, the faithfulness of visitors and to increase social shares...
- Contributed to the design and launch of the User-generated platform Ubergizmo Help in June 2014. (This platform successfully leveraged up to 10 000 additional daily pages views on Ubergizmo.com but apparently no longer exists; it has been closed in July 2017).

+ Webmarketer

RM Media – Part-time student job

August 2012 – April 2013

Sydney, Australia

- Maintained and Updated sydneyrestaurants.com.
- Clarified and recommended appropriate communication strategies on Facebook.
- Animated the Facebook pages of different brands (like [Bellamodabrazil](http://Bellamodabrazil.com), [sydneyrestaurants](http://sydneyrestaurants.com)).
- Suggested different Product presentation to increase online sales

Education

+ Master 2 Digital Media Engineering – International Exchange

Ingemedia & University of Technology Sydney

July 2012 – June 2013

Toulon, France – Sydney, Australia

+ Master 1 Information Communication

Ingemedia – Université Sud Toulon Var

Sept 2011 – June 2012

Toulon, France

+ Bachelor of Image and Sound advanced Technics (LP TAIS CIAN)

Ingemedia – Université Sud Toulon Var | Ranked 3rd / 78

Sept 2010 – June 2011

Toulon, France

+ Diploma in Multimedia and Communication (DUT SRC)

IUT Belfort Montbéliard – Université de Franche-Comte

Sept 2006 – June 2009

Montbéliard, France

Hobbies

- **Photography:** Since 2008
- **Tennis:** regular practise since 2001
- **Singing:** (member of a Church Choir since 2005)
- **Medieval History**
- **Travelling:** (Australia, Cambodia, Thailand, Lebanon, and European countries)
- **Humanitarian Assistance** with *Mary's Meals* in Bosnia-Herzegovina (Dec. 2014)
- **Meetup Talks**
- **Teach at University**
 - Photoshop Course in May 2008 at Montbéliard
 - SEO Course in 2011 in February 2011
 - Woocommerce Course in April 2018 at Nantes
 - UX Design Process in November 2018 at Toulon (Ingemedia Institute)

References

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