

YANN MADELEINE

abroad opening Competitor
monitoring Customer
satisfaction

Development SEO

Requirements elicitations
Specifications

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SUMMARY OF QUALIFICATIONS/ACHIEVEMENTS

I have acquired a solid knowledge of the functioning of the web with my various professional activities, and I have been brought several times to find and express solutions to the complex equation of satisfaction customer, search engine optimization and monetization.

Since I have participated to the overblog project (now 6th french website) from this creation, I had the opportunity to work on aspects like community, brand construction, definition of product management strategy.

As I first started as a developer I used to work with development team and I can take in consideration the technical issues when working on specifications.

Having actively participated to the opening of overblog abroad, I am aware of the issues raised by such an operation (SEO, customer satisfaction from different cultures...), and I used to take them into account when drafting specifications.

PROFESSIONAL EXPERIENCE

JFG Networks, Toulouse, FRANCE

Product Manager 2006-2008

- Wrote the functional specifications for projects like the overblog portal,
- Requirements elicitations from users, co-workers and shareholder,
- Granted the customer satisfaction and measure it through a selected panel,
- Managed outsourced template design and integration with transycons,
- Worked on differentiation between free and paying account.

Assistant project manager 2004-2006

- Monitored the competition and built a website that gave marks to the major blog platforms,

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- Did the integration of blogs administration and site home using XHTML and CSS,
- Developed in PHP and MYSQL large part of the platform varying from parts of the back-office to the whole blog display,
- Managed the forum moderators.

Gécodis, Toulouse, FRANCE

Developer 2004

- Designed and developed the bill management

EDUCATION

Bachelor degree in Information technologies — IUT Toulouse 3 — 2005

HND Computing: Software Development — IUT Blagnac — 2004

ADDITIONAL INFORMATIONS

English: Advanced level (studied thirteen years), TOEIC attended on September 2008, scored 945 out of 990.

Spanish: basic level (studied two years).

Interested in: IT, social web and sociology.