

Motivated, independent and efficient SEO professional with 5+ years experience in traffic acquisition, generating over 20% growth in organic traffic for clients with more than 5,000,000 yearly visits. Proficient knowledge of SEO techniques as well as data analysis, report creation, content creation and online advertising on multiple platforms with over 1,000,000 USD yearly budget.

ISTP with an analytical mind, jack of all trades and all-around problem solver seeking to help your company grow!



AMÉLIE LEDOUX
SEO Specialist

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EXPERIENCE

Head of Traffic Acquisition

2017 — 2019

Reflét Communication — Belfort, France

- Management of a 7-person team in a fast-paced digital agency
- Project leader for the most prominent clients of the agency
- Developing, supervising and executing SEO / SEA / SMO strategies for a variety of international clients with a focus on data analysis
- Working in collaboration with project managers, developers, graphic and web design teams, as well as external agencies

SEO Specialist

2015 — 2017

Reflét Communication — Belfort

- Executing SEO strategies, both on and off-site
- Participation or management of website migrations and technical overhauls
- Editorial content creation and optimization
- Monitoring and analysis of the results and statistics
- Creation and management of Google Ads campaigns for international clients

Copywriter — Freelance

2012 — 2015

- Editorial content creation and optimization for a variety of clients
- Integration of content using various CMS and/or directly into databases

Webmarketing Assistant

January - July 2012

Sarenza — Paris, France

- Daily animation for the website for France's online leader in shoes
- Content creation according to trends, stock, supplier deals, and more
- Analysis of the results and statistics for each campaign

EDUCATION

Bachelor's Degree — SEO Specialist and Copywriter

IUT de Mulhouse — Mulhouse, France

Valedictorian

Sept 2017 — Feb 2015

Master's Degree — E-Commerce and Languages

Université de Franche Comté — Montbéliard, France

English Specialization — Graduated with honors

Sept 2010 — Jul 2012

Bachelor's Degree — Languages applied to Business

Université de Picardie Jules Verne — Amiens, France

English and Italian Specializations — Graduated with honors

Sept 2006 — Jul 2010

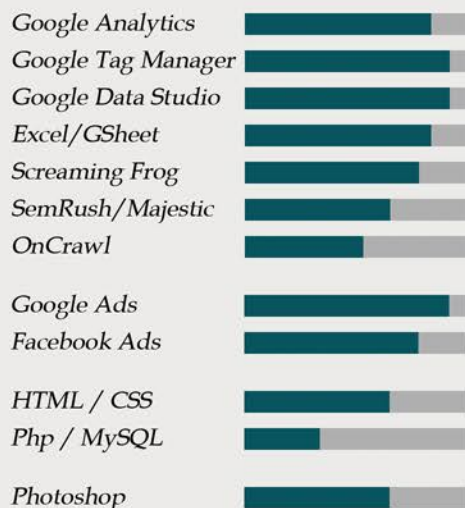
CERTIFICATIONS



SKILLS



TOOLS



LANGUAGES

French — Native
English — Fluent
Italian — Intermediate

HOBBIES

