



# Mathieu BIGORGNE (42 y.o.)

Project manager and digital strategy or marketing consultant

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## INTRODUCTION

A 42-year-old "Digital Enthusiast" with excellent interpersonal skills, I'm perceptive, pragmatic, rigorous, resourceful, versatile and always ready to take on new challenges. With now 5 years of expertise in digital (agency, advertiser or freelance), my skills in project management and marketing (traditional or digital), combined with basic technical knowledge (Html, php, css, js, Mysql or various CMS), basics in graphic, UI/UX design and a constant technological watch, allow me today to develop and implement a web or marketing strategy, animate social networks communities, improve a site's SEO & SEA and optimize digital projects management, create contents ; from the most elementary to the most complex and for all types of customers or brands..

Currently available, I am looking for a position of project manager or digital strategy and transformation consultant, growth hacking or business development adviser. I actually live in Toulouse (South France) but, free of all personal constraints and ready to fully invest in my future position, I am mobile in France , Europe or worldwide. I can also provide rigorous and quality work remotely.

Here are some missions that I have successfully carried out :

- ✓ **Crisis management** of all kinds
- ✓ **Consulting and support** in digital transition / strategy / marketing and communication.
- ✓ **Analysis** of specifications, framing of need and answer to calls to offer.
- ✓ **Production of quotes** and presentation of wireframes, benchmarks or **detailed recommendations**.
- ✓ **Planning and production supervision** of devices or digital projects.
- ✓ **Manage** customer or other external actors **relationship** in French or in English.
- ✓ **Organization** of regular steering committee or crisis meetings.
- ✓ **Create, deploy and manage** HTML / PHP website or trough a CMS (Wordpress, Magento, Prestashop ...).
- ✓ **Set up** an emailing / display / video campaign and perform or analyze A/B tests.
- ✓ **Write / create and integrate** various contents. (Aarticle published on the online french magazine [archimag.com](http://archimag.com))

## PROFESSIONAL CAREER

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|------------------|--|
| <b>2022-2023</b> | <b>FUN &amp; FLY</b> (Travel agencies) : Digital Project, Marketing and Communications Manager.  |
| <b>2020-2022</b> | <b>COVID Period : (Professional break)</b> Volunteers action and Personal projects.  |
| <b>2019-2020</b> | <b>PUBLICIS (Monkees)</b> Toulouse, Bordeaux and Paris :<br>Digital project manager for <b>le PSG, EPSILON, IBERDROLA, INTERMARCHE, PICARD, VINCI...</b> |
| <b>2018-2019</b> | <b>CISART</b> : Cultural project manager and digital strategy / communication consultant.  |
| <b>2017-2018</b> | <b>AKOA</b> (Toulouse and Paris) : Digital project manager for : <b>KUONI, MICHELIN, DELONGHI, ROC, ALPLA...</b>   |
| <b>2016-2017</b> | <b>FREELANCE</b> : Digital transformation consultant and website creation<br>(Exemple de <a href="#">site Html / PHP</a> ).                              |
| <b>2015-2016</b> | <b>X-PRIME (JWT/WPP)</b> : Digital media / project manager for <b>LINVOSGES, MAZDA, OPEL, DANONE, PARROT...</b>  |
| <b>2004-2015</b> | <b>AKERYs, Gaz De France et SFR</b> : Sales assistant, claim manager and customer service advisor.   |

>>> To find out more about my various operational skills and qualities, go to : [www.mathieubigorgne.fr](http://www.mathieubigorgne.fr)

## DEGREES

2015-2016	IAE - <b>Webmarketing</b> University degrees obtained with <b>honors</b> – (Master level equivalent)
2002-2004	Obtention du « <b>BTS</b> » <b>technico-commercial</b>
2001-2002	Obtention du « Baccalauréat » STI in <b>electronic engineering</b>

## SECONDARY OR PERSONAL EXPERIENCES

- **Excellent knowledge in most used project management tools** : Google analytics, Dareboost, SEMrush, Slack, Wrike, JIRA, Basecamp, Trello, Github, Redmine, Office suite, basics Photoshop notions...
- Good technical notions in HTML, PHP, CSS, JS, SQL. **or most used CMS.**
- **Excellent speaking** and good writing in English + good notions in Spanish, German and Portuguese.
- Content creator of the Youtube, Instagram & Facebook channels : [@GLOW.Timelapse](#)
- **Personal or linguistic travels** : UK, Mexico, USA, Canada, Thailand, Hawaii, Brasil. South Africa.
- Street-art lover and assiduous Kitesurfer, Wakeboarder, Snowboarder, Surfer...