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# GABRIEL CODER

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[gabrielcoder.com](https://gabrielcoder.com)

## Inbound/Web Strategist

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### Summary

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- **SEO Product Owner** (Inbound strategy, audit and optimization)
- **Digital native**
- **Self-taught web handyman**
- **Content strategy** lover
- **Local Search** profiler
- **Business Analyst**
- Advanced knowledge in **web technology** (front end & back end)
- Advanced knowledge of **web standards**
- **Strong analytical** and **problem solving skills**
- **Autonomous**, capacity to learn quickly
- Team player, good communicator
- **Curious**

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### Work experience

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sep 2014 - Jan 2018

Senior Digital Strategist - Media performance / SEO / ASO / SMO

*Yellowpages Canada*

- In charge of all vertical projects (Restaurants, Groceries, Shopping, Home Services)
- SEO initiatives from concept to production
- Support all departements traffic initiatives
- Data extraction and dashboard building
- Wireframing and prototyping
- App Store Optimization for 5 apps

Significant achievements

- Canadian phone spam DB (5M yearly organic visits)
- vlocal.ca: Local video platform aggregator (1.5M social visits)
- Urbanizer.ca: Automated local articles platform aggregator

Mar 2014 - Sep 2014

SEO Consultant

*Independant*

Clients:

- Valtech
- Adviso
- Karavaniers du monde
- Uranium
- Brad
- Uber Agency

Oct 2013 - Mar 2014

SEO Consultant

*TVA Interactif*

Tasks

- Audit
- Mobile and desktop optimization
- Information architecture
- Analytics
- Content Strategy

- Training

Clients:

- Argent.canoe.ca
- Tva.canoe.ca
- Tvanouvelles.ca
- Tvasports.ca
- Yooopa.ca
- ...

Jul 2012 - Aug 2013

SEO Strategist

*NURUN*

- Information architecture
- Local Search
- Analytics
- Content Strategy

Clients

- Videotron
- Jean Coutu
- Archambault
- BRP
- L'Oreal Paris Canada
- Gore
- TVA Boutiques
- Sun Media (Journal de Montréal, Toronto Sun, etc.)
- Intralinks
- Sanofi
- Aéroport de Montréal
- Autonet
- BrandSource

Feb 2011 - Jul 2012

Web Strategist

*Pheromone*

- SEM
  - SEO
  - PPC
- Analytics
- Social Media strategy

Clients

- Téléquebec
- VIA Rail
- La Caisse de Dépôt et Placement du Québec
- RDS.ca
- Ubisoft
- Développement économique Sept-îles
- Domaine Château Bromont
- Hotel le Crystal
- Tourisme Saguenay Lac St-Jean
- Tourisme Québec
- Téléfilm.ca

Sep 2006 - Feb 2011

Project Coordinator / Web Integrator

*Luxury Retreats*

In charge of maintaining and updating all the Luxury Retreats' web sites:

- <http://www.luxuryretreats.com>
- <http://www.caribbeanway.com>
- <http://www.villaescapes.com>
- <http://www.italianvillas.com>
- <http://realestate.luxuryretreats.com>
- <http://www.fabulous-homes.com>

- <http://blog.luxuryretreats.com>
- Plus 40+ Microsites

**Realisations:**

- Email campaigns
- Prototyping
- Project coordination with technical team
- Knowledge Management Wiki implementation
- Creating compagny blog for newsletter support

Nov 2008 - Feb 2011

Webmaster

*Luxury Retreats*

Follow-up of IT policies and standard procedures to manage the content of Luxury Retreats Int.'s entire internet presence.

- Coordination of daily and weekly updates for all internet public facing sites.
- HTML Programming & Integration
- Site Maintenance:
  - Analytics
  - Perform ad-hoc maintenance requests

Apr 2009 - Feb 2011

SEO Analyst

*Luxury Retreats*

In charge of all the Luxury Retreats website natural ranking

- Analysing data and technical/structural reviews of websites
- Create detailed search engine optimization recommendations for all sites
- Website structure, page structure and internal linking structure
- Track and report search engine referrals, keyword rankings and other SEO traffic metrics for assigned sites to stakeholders
- Implement strategies to reach high rankings for relevant, high-volume search terms
- Staying on top of current SEO news, search engine feature changes, and algorithm shifts.
- Research, create and deliver a long-term SEO strategy for the channel that complies with best practice standards and will drive sustainable traffic
- Advice on implementation and page code
- Page copy and keyword optimization
- Monitoring and reporting
- Competitor and back-link analysis

**Realisations :**

- Increase SEO traffic shares on high conversion expressions
- Create an Optimize a Blog for SEO
- Redefine internal linking strategy
- Redefine an Images SEO strategy

Dec 2009 - Feb 2011

Social Media Analyst

*Luxury Retreats*

- Initiator and creator of the social media strategy
- Creation of the company's social media accounts
  - Blog (<http://blog.luxuryretreats.com/>)
  - Twitter (<http://twitter.com/luxuryretreats>)
  - Facebook (<http://www.facebook.com/pages/Luxury-Retreats/200769573919>)
  - LinkedIn (<http://www.linkedin.com/companies/83228>)
- Monitor Industry Blogs, Forums and Online Communities

Jan 2003 - Aug 2004

Assistant project manager

*Air France*

Setting and deployment of a new QA electronic management system

**Realisations :**

- Planning, scheduling, ressources planification
- Processes modelisation, use cases

- System user analysis and coordination with the key users
- Training manuals creation, software suppliers coordination.

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## Skills

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### Project management

Requirements definition, follow up, prioritization and resource management

### Search Engine Optimization

On site optimization, Content strategy, Information Architecture, Local Search, Website migration, Microformat implementation, Certified Google Analytics specialist

### App Store Optimization

Competition analysis, Keyword research, A/B testing, Visual and editorial optimization in both stores in both languages, Analytics followup

### Social Media Optimization

Synergy between all digital assets: 360 (Blog, Social Networks, mobile and Websites), Experienced with major CMS

### Technical Skills

HTML, CSS, Javascript, PHP, SQL

### Software

Office Suite (Word, Excel, Access, Powerpoint ), Google Analytics, Google Adwords, Source Tree, JIRA, Search Console, Google Data Studio, Big Query, Mobile Action

### PPC

Goals definition, Tracking implementation, Keyword research, Campaign structure creation, Landing page optimization & CRO

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## Activites

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### Associative Activity

Founder member, treasurer and Webmaster of an Online couponing website G-Faim created in 2001

### Realisations:

- Business Plan
- Project management
- Planning
- Graphics Design
- Database creation
- Customers management
- Cash flows management
- Negotiation
- Marketing analysis
- Advertising campaign installation
- Partnerships establishment

### Hobby & Interest

Gaming (PS4/PC/Mobile), Ping Pong, Fishing, Blockchain enthusiast, VR/AR, IOT, Home automation

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## Academic Project

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Research essay about the installation of the ISO 9001 (v2000) standard's impact on the design and the update of information systems.

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## Find me on the web

<https://www.linkedin.com/in/gabrielcoder/>

<http://www.twitter.com/gabrielcoder>

<http://www.gabrielcoder.com>

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## References

References available on request.

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## Education

Aug 2004 - Dec 2005      DESS (Diplôme d'Étude Supérieur Spécialisé)

*HEC Montreal*

- Project manager
- Process reengineering
- Professional web site creation
- Project leadership
- SME management
- Teamwork with multi cultural team

Aug 2000 - Jun 2004      Bachelor of Management

*TEMA Reims Management School*

- 4 years Courses with double skills management engineering
- Team work in a technological project environment.
- Basic Knowledge of ERP
- Basic Marketing Knowledge
- Micro / Macro Economy
- Web Creation
- Economic Intelligence

Sep 1997 - Jul 1998      French BACCALAUREAT

*Sacré Coeur*

Equivalent of collegial studies specialized in Science (Chemistry, Math and Physics)