

Gabriel Coder

WEB GEEK

Webmaster / SEO Analyst

Luxury Retreats

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Canada

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

Summary

- **SEO analyst** (tracking, reporting and optimisation)
- **Social Media analyst** (Twitter, Facebook and LinkedIn)
- Knowledge of **website optimization** techniques for major search engines
- High computer skills
- Advanced knowledge in HTML and CSS
- High knowledge of **web standard**
- **Strong analytical and problem solving**
- **Autonomous**, capacity to learn quickly
- Good team worker, good communicator
- Technology watching
- Market scanning
- Academic knowledge about analysing and designing information systems

Work History

Luxury Retreats

Montreal, QC, Canada

Dec 2009 - Present

Social Media Analyst

- 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>)
- Responsible of the daily activity
- Manage content

Montreal, Canada

Apr 2009 - Present

SEO Analyst

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 for attaining 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.
- Website structure, page structure and internal linking structure.

Activites

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

International experience:

- 2 months immersion with an American family of Chicago
- 2 months bus trip across the USA from Chicago to Los Angeles
- English linguistic journeys: England (five times one month), Scotland (one month)

Musical and sport fields:

- Saxophone (five years with one in orchestra)
- Ping Pong in competition
- Wind surf
- Fishing

- Advice on implementation and page code.
- Page copy and keyword optimization.
- Monitoring and reporting.
- Keyword research.
- Competitor and back-link analysis.
- Work autonomously to identify areas of opportunity and improvement.
- Define specs for every modifications implying Back End work
- Coordinate developpement with Back End

Realisations :

- Define targeted keyword for each websites
- Optimize Metas and Content
- Create an Optimize a Blog for SEO
- Integrate Blog content to the main website
- Redefine internal linking strategy
- Redefine an Images SEO strategy
- Add 1500+ pages to the website

Academic Project

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

References

References available on request.

Montreal, QC, Canada

Nov 2008 - Present

Webmaster

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.
 - Management of daily capacity for site updates (based on time required for updates and the amount of testing involved).
 - Responsible for versioning JavaScript and css files
 - Responsible for assuring QA approval of changes before updating production.
 - Provide status updates to management on a daily and weekly basis (as needed).
- HTML Programming & Integration
 - Responsible for html and css coding of the company newsletter and promotional web pages on an "as-needed" basis.
- Site Maintenance:
 - Monitor site activity
 - Assure all sites are performing according to standards
 - Identify site errors and potential issues via application event viewer
 - Perform ad-hoc maintenance requests
 - Perform regular housekeeping of inactive files

Luxury Retreats

Montreal, QC, Canada

Sep 2006 - Present

Project Coordinator / Web Integrator

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:

- Coding of the entire Luxuryretreats website (released the 05/09/2008)
- Coding and sending email campaign
- Develop new website prototypes using latest technology
- Coordinate projets with the back end
- Implementing Knowledge Management Wiki
- Creating compagny blog for newsletter support
- Technology watching

Air France

Marseille, France

Jan 2003 - Aug 2004

Assistant project manager

Parameter setting and deployment of a new electronic management system of quality paper documentation.

Realisations :

- Planning management, meeting scheduling, resources estimation
- Discussion on processes , processes modelisation, writing of use cases
- Person in charge for the analysis of the system user, coordination with the key users
- Gathering information from the decision makers, drafting of reports, following and updating of project management files
- Analysis and design of training manuals, interfaces with software suppliers.

Departmental association of the committees of forest's fires

Aix en Provence, France

Jun 2003 - Aug 2003

Webmaster

Realisations :

- Web site design, definition of the needs, information gathering among decision makers
- Organization Web presence market study
- Creation of the schedule of conditions
- Web site realization respecting the graphic charter rules.

Skills

Software (Expert)



5-6 Years Experience, (Last Used <1 year ago)

- Office Suite (Word, Excel, Access, FrontPage,)
- Photoshop
- Dreamweaver
- MS Project
- Source Safe

SEO Analyst (Advanced)



<1 Years Experience, (Last Used <1 year ago)

- Knowledge of website optimization techniques for major search engines
- Experience with Web content management systems
- Understanding of search engine ranking algorithms and how search engine spiders work
- Experience using internet reporting tools Google Analytics
- Experience using search engine webmaster reporting tools Google Webmaster Tools
- Experience using WordPress
- Advance knowledge in HTML and CSS
- Basic knowledge of PHP and javascript
- Understanding of search engine PPC

Web 2.0 (Expert)



3-4 Years Experience, (Last Used <1 year ago)

- Blog User and Creator
- Extensive knowledge of Web 2.0 services (Wiki, Social Network...)
- Vision on business implementation
- Creation and management of Facebook page
- Creation and management of Twitter account

Education

HEC Montreal

Montreal, Canada

Aug 2004 - Dec 2005

DESS (Diplôme d'Étude Supérieure Spécialisé), E-Business

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

TEMA Reims Management School

Reims, France

Aug 2000 - Jun 2004

Bachelor of Management, Management and Information Technology

- 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

Sacré Coeur

Aix en Provence, France

Sep 1997 - Jul 1998

French BACCALAUREAT, Science

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

This next-generation resume was created using VisualCV

