



Gabriel Coder

WEB GEEK

Web Strategist

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Canada

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Summary

- **SEO Strategist** (Inbound strategy, audit and optimization)
- **Content Strategy**
- **Information Architecture**
- **Local Search**
- **Search Business Analyst**

- 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

Work History

TVA Interactif

Montreal, QC, Canada

Oct 2013 - Present

SEO Consultant

Tasks

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

Clients:

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

NURUN

Montréal, QC, Canada

Jul 2012 - Aug 2013

SEO Strategist

- SEM
- Information architecture
- Local Search

Activites

Side work

Website developer and consultant:

- <http://www.yourdreamisland.com/>
- <http://www.vinsbalthazard.com/>
- <http://www.fasiestate.com>

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

Gaming

- PS3
- Xbox360
- PC
- Mobile

Travel:

- 2 months in Chicago
- 2 months bus trip across the USA from Chicago to Los Angeles

- 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

- England
- Japan
- Spain
- New Caledonia

Musical and sport fields:

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

Pheromone

Montreal, QC, Canada

Feb 2011 - Jul 2012

Web Strategist

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

Academic Project

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

Clients

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

References

References available on request.

Luxury Retreats

Montreal, QC, Canada

Dec 2009 - Feb 2011

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>)
- Monitor Industry Blogs, Forums and Online Communities

Montreal, Canada

Apr 2009 - Feb 2011

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.
- 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

Montreal, QC, Canada

Nov 2008 - Feb 2011

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

Luxuy Retreats

Montreal, QC, Canada

Sep 2006 - Feb 2011

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

SEO Analyst (Expert)



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

- Advance knowledge of website optimization techniques for major search engines
- Content strategy
- Information Architecture
- Local Search
- Advance knowledge in HTML and CSS
- Basic knowledge of PHP and javascript

- Understanding of Microformat implementation
- Certified Google Analytics specialist

Social Media (Expert)



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

- Implementation and optimisation for the major Social Media/Network:
 - Youtube ;
 - Facebook ;
 - Twitter.
- Synergy between all digital assets: 360 (Blog, Social Networks, mobile and Websites)
- Experience with Web content management systems
- Blog User and Creator
- Advanced WordPress understanding
- 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

Software (Expert)



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

- Office Suite (Word, Excel, Access, Powerpoint)
- Photoshop
- Dreamweaver
- MS Project
- Source Safe
- Google Analytics
- Google Adwords Editor

PPC (Intermediate)



1-2 Years Experience, (Last Used 1-2 years ago)

- Goals definition
- Tracking implementation
- Keyword research
- Campaign structure creation
- Keyword targeted Ad group creation
- Ad copywriting
- Landing page optimization
- Campaign optimization
- Test, test, test

Education

HEC Montreal

Montreal, Canada

Aug 2004 - Dec 2005

DESS (Diplôme d'Étude Supérieur 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

