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Career Project: Multimedia Project Manager

Skills

- Major skills:** Web project management:
- Ensuring the design, explanation and integration of a graphics chart and making sure it is ergonomic
 - Defining specifications, the architecture of a site, managing and referencing it and designing new features
 - Managing and coordinating a team of designers: Scheduling, sharing out work load and priorities, providing advice, listening to queries, reporting.
 - Coordinating with the technical and marketing teams
 - Taking part in Client Briefs: Identifying needs, defining constraints, obtaining the technical and graphic information required for the projects.
- Areas of expertise:** Internet projects, development, graphics, referencing

Professional Experiences - Internet

Euro RSCG

Paris
June 2001 to
October 2002

Multimedia Agency

Environment: Agency with several project leaders assigned to clients. Development and graphic design teams. Sales and marketing team.

Position: Assistant Project Leader then Project Leader for the www.canalsatellite.fr site.

Roles: Day to day management of the www.canalsatellite.fr site: resources, quality and budget. Responsible for a multimedia team (managing the development and graphic design schedule Along with the IS department and the artistic director). Management of promotional events. Specifications, storyboarding, recommendations, occasional work on graphics and development for other clients (Peugeot, Dior etc.)

GL TRADE

Paris
October 2002 to
May 2008

Stock Market Software Publisher (www.gltrade.com)

Environment: Company hiring software to stock market centers. Listed company with 2600 employees and 28 branches worldwide. Communication Division with 5 departments (Press, Publishing, Internet, Multimedia, Events).

Position: Internet Project Leader within the group's Communication division.

Roles: Management of Institutional sites, Intranet, Extranet, GL TRADE promotional events.

- advice on design of new sites, new sections, new pages as requested by the relevant departments (Marketing, Products, HR, Branches, etc). Analysis of the best way to display new content on existing sites;
- Web-design on the "look & feel" of new pages, banners, buttons and pictos (together with the Artistic Director and his graphic designers);
- management of site content. Manual supervision of content inserted and design of content management tools with the IS department
- coordination with the Information Systems Department which undertakes the development of the different sites.

Freelance

September 2004
to date

Freelance graphic designer, enrolled at La *Maison des Artistes* (Social Security for Artists)

Environment: Whilst remaining an employee of GL TRADE, I take part in website design projects for various organizations.

Position: Webmaster (Project leader, graphic designer, developer and consultant)

Missions: Design/Start again from scratch of all types of website. From the display site to an e-Commerce site, I offer my services as Webmaster to several companies:

- project management
- graphic design and layout proposals
- page development in PHP/MySQL with content management interface if necessary
- Use of an Open Source system such as Joomla! or osCommerce
- optimization of search engine listing, PPC campaigns and keywords via Google
- management of hosting, domain names, emails, etc...

Portfolio : <http://www.creation-website.net/portfolio.php>

Education and Training

- 2001 - 2002: **Website management (qualification contract)**
(Greta Top Chambre de Commerce) <http://www.gretatop.com>
- 2000 - 2001: **Training in Project Management at the Institut International du Multimédia**
(Pôle Universitaire Léonard De Vinci) <http://www.devinci.fr/iim>
B.Sc. equivalent in Multimedia and New Trades
(Faculty Paris VI Jussieu in Paris) <http://www.licence-mnm.com>
- 1999 - 2000: **Second year of DEUG (2-year university degree) in Sciences** (Section: Engineering Sciences
(Faculty Paris VII Jussieu in Paris)
- 1999: **Maths Sup Class (special preparatory class)** (Section: Math, Physics, Industrial Sciences)
and Maths Spéciales (Section: Physics and Engineering Sciences)
(Prepa Paul Valéry in Paris)
- 1997: **Baccalaureate, series S**, (major: Mathematics)

Languages and IT

Languages: English: read, written and spoken and Spanish: basics

Work performed within

companies

(not as a Freelance)

| | |
|---------------------|--|
| Computer graphics: | GL TRADE, Dior, Peugeot (models, ranges) |
| Flash design: | GL TRADE, Dior (banners, homepages) |
| PHP/MySQL/HTML: | GL TRADE, Dior, Peugeot |
| Project management: | GL TRADE, CanalSatellite |

Technical expertise:

Project management: MS Project, PowerPoint, Word, Excel

Content management: Intranet (Java environment, websphere, Oracle) at EuroRSCG, WinCVS at GL TRADE

Statistical tools: Weboscope, Audientia, Webtrends.

Newsletter tools: EmailVision, Emailing Solutions

Development: HTML, XHTML, CSS, Javascript, PHP, MySQL (basic knowledge: ASP, JSP, AJAX), Dreamweaver, Notepad

Computer graphics: Photoshop CS, Flash Mx, Illustrator 8

Interests and Leisure Activities

Tennis, sailing, snowboard, kite surfing

Music, Internet, cinema (special effects)

Volunteer work: Assisting elderly people still at home for the Petits Frères des Pauvres since October.

Assignments

Canal Satellite at Euro RSCG: Project leader for the Canal Satellite website.

My role was to deal with requests from the client, for example on the design of a mini-site in preparation for the launch of a new package of satellite channels. I drafted specifications related to the request, then I organized a meeting with the agency's Artistic Director and the Resource Development Director. We drew up a schedule and an estimate of the tasks and cost of the necessary procedures. I gave the feedback from our meeting to the client (CanalSatellite) and we re-discussed the specifications when necessary (reduction in cost or shorter lead time). Next, once the specifications had been agreed (including price and time-frame), I brought together the group of graphic designers and the developers assigned to the project and we began the design. Besides this, I also managed the content of the site with the CanalSatellite team and the CMS implemented by our developers. Email campaigns were scheduled on a regular basis. I oversaw: receipt of content from the client, graphic design proposal and development by our teams, agreement from the client. I then managed the sending out via Email Vision or Emailing Solutions, and presentation of the results statistics for the client.

Peugeot and Dior at Euro RSCG

Occasional help given to project leaders, graphic designers and developers.

With regard graphic design: this consisted of graphic layout on Photoshop.

With regard to development: this involved integrating the layout for mini-sites or email campaigns.

GL TRADE

Role of Project Leader/Webmaster

Identical role to that at Euro RSCG but this time I am working for my own company. My clients are the different departments (marketing, HR, product managers) and branches of the group:

Day to day management of the sites and regular communication campaigns (sending of newsletter-type mailings, e-magazine, invitations to trade fairs/forums etc.),

Reception of new projects such as designing mini-sites for products, forums to prepare a trade fair, specific site for HR etc.

Processing these requests with the Manager of the Communications division, the Artistic Director and the IS Director (internal development resources),

Drawing up schedules and specifications (always using avec Word, Power Point, Excel),

Tracking the stages of the project with the assigned graphic designers and developers.

As often as possible, I try to undertake tasks myself (designing the layout for an emailing, design of thumbnails and layout for a mini-site, drawing up a design when the person who made the accepted design is not available etc.)

Managing site statistics,

Managing domain names (over fifty) of the different sites, min-sites, etc.

Surveying content integrated by the different departments using the CMS available to them (system of validation/corrections necessary).

Freelance Projects

Most projects involve the design of websites and were performed based on the same process.

For instance:

Design of the website www.vivre-ecolo.com

Defining customer needs, preparing a first draft of specifications

Assessing budget and timing for delivery

Finalizing the specifications:

- design of a Showcase site
- development of an interface for content management
- display of the dates of coming sales with product presentation
- product library
- design of dynamic forms for quote request, contact, etc...

Signature of the quote/contract

Graphic proposals

Amendments/Validation of a model

Development of the website pages

Integration of dynamic elements

Development of a secure administration interface and creation of the Database

Corrections / Tests / Validation

Optimization for referencing and statistics

Managing the domain name/ hosting/emails

Putting the site on line

Posting the first products

Monitoring for 6 months.

Handling several projects simultaneously, I work from home. I meet the customer several times, in particular to prepare the first draft of specifications then when we sign the contract and final specifications, next during the test stage and lastly to train the customer in using the developed CMS.

Most projects are carried out offshore via emails or the support forum available to my customers.