

# ADRIEN RENAHY

PASSIONATE AND DETAIL-ORIENTED

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INFOS: French – 26 years old



EXPERIENCE

DEC. 2012 – PRESENT (1 YEAR)

Zalando AG (Berlin)

**Regional Onsite Manager ES, FR, IT**

- » Lead a team of 10 members
- » Responsible for performance of the 3 websites
- » Manage high standard and timely projects
- » Optimise internal processes to increase department efficiency
- » Improve communication with stakeholders
- » Define regional priorities and project roadmaps aligning with country business objectives
- » Improve commercial effectiveness of websites and marketing channels via A/B testing

NOV. – JAN. 2011 (3-MONTH INTERNSHIP)

Zalando AG (Berlin)

www.zalando.fr

**SEM Manager France**

- » Took part in the launch of Zalando.fr
- » Created and optimised 9 Adwords accounts

JAN. 2011 – NOV. 2012 (2 YEARS)

Zalando AG (Berlin)

**Conversion Optimisation Manager France**

- » Responsible for conversion on Zalando.fr
- » Created A/B tests and landing pages according to each marketing channel specificities
- » Optimised internal search on a weekly basis
- » Managed cross-department projects: Shop by Style, online help, launch of Zalando Privé, ...
- » Took care of copywriting and localization of new features
- » Monitored KPIs and entire checkout funnel, created ad-hoc analyses and deep dives

FEB. – JUL. 2009 (6-MONTH INTERNSHIP)

QualityCourses (Barcelona)

www.quality-courses.com

**SEO Manager Assistant**

- » Created content managing a network of 20 blogs
- » Improved internal link building and copywriting

SKILLS

TOOLS & CMS

WordPress ★★★★★  
JIRA ★★★★★  
Test&Target ★★★★★  
PrestaShop ★★★★★  
ATG BCC ★★★★★  
FatWire CS ★★★★★  
Photoshop ★★★★★

WEB ANALYTICS

Google Analytics ★★★★★  
Coremetrics ★★★★★  
Webtrekk ★★★★★

MISC.

Microsoft Office ★★★★★  
HTML & CSS ★★★★★

EDUCATION

2008 – 2010

Université de Franche-Comté, France

**Master's degree in E-Commerce**

*E-marketing, usability, SEO, online payment...*

LANGUAGES

French ★★★★★  
English ★★★★★  
German ★★★★★

2005 – 2008

Université de Franche-Comté, France

**Bachelor's degree in Languages**

STUDIES ABROAD

University of Southampton, UK

Erasmus year Sept 2007 – June 2008