

# Marie-Luce Beraudo

## WEB PROJECT MANAGEMENT

Portfolio: <http://www.marieluceberaudo.com>

Currently in Geneva  
French citizenship

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### SKILLS

#### WEB DEVELOPMENT

- Front End development: HTML/CSS, Javascript, Flash/Actionscript, Dreamweaver, XML
- Back End development: PHP, Symfony framework, MySQL databases, SSH
- Social Media: Facebook and Twitter plugin integration, FBML development
- Content Management Systems: OSCommerce, Joomla, Wordpress, CMS Made Simple, Dotclear

#### GRAPHIC DESIGN

- Mock-up and wireframe design for Web projects
- Print design: brochures, advertisements, posters
- » Software: Fireworks, Photoshop, Illustrator, InDesign

#### WEB MARKETING

- Search Engine Optimization and Marketing: code optimization, content improvement, keyword research and translation, Google Adwords
- Google Analytics: implementation and traffic data analysis using conversion goals
- Newsletter creation and e-mailing management with Campaign Commander

#### PROJECT MANAGEMENT

- Relation management with clients/providers, coordination between RP/Communications and IT
- Documentation: writing of functional tests, technical procedures, good practices requirements
- » Software: Basecamp (online application), Microsoft Office

#### LANGUAGES

- **French:** mother tongue
- **English:** fluent
- » Excellent writing ability in both languages

### WORK EXPERIENCE

- 2010-2011** **MILLENNIUM FOUNDATION** (non-profit), Geneva, Switzerland  
Head of graphic design and digital creation
- 2009-2010** **CITY OF CALGARY**, Calgary, Canada  
Development of new Web projects for the City's business units
- 2009** **MCANERIN INTL** (SEO agency), Calgary, Canada  
Search Engine Optimization and traffic data analysis with Google Analytics
- 2007-2008** **WEBSTORE** (Web agency), Nice, France  
In charge of graphic design and front end development
- 2005-2007** **CLEP RÉFÉRENCIEMENT** (Web agency), Lyon, France  
Design, development and maintenance of brochure and e-commerce Websites
- 2005-2011** **CONTRACT WORK** for various clients

### EDUCATION

- 2004** **MASTER'S DEGREE IN E-BUSINESS** - Avignon, France
- 2003** **BACHELOR IN COMMUNICATIONS** - EFAP Lyon, France
- 1999-2001** **SKEMA BACHELORS** Communications - Nice, France
- 1998-1999** School year in California as an exchange student
- 1998** **HIGH SCHOOL DIPLOMA**

### INTERESTS

Modern dance  
Guitar  
English reading  
Volunteering