

Yves BELEY

Senior Web  
Project Manager -  
Digital Strategy &  
e-Commerce -  
Luxembourg



Community Management



- ▶ Creative mind
- ▶ Listening skills
- ▶ Reactivity, Stress Management
- ▶ Organization, reliability
- ▶ Autonomy, independence
- ▶ Adaptability
- ▶ Eagerness to learn

47 ans  
Permis de conduire

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## PORTFOLIOS

### Clients References



In ReachTheFirst they trust ...

#### Site web

<http://www.reachthefirst.com/fr/References>

### Community Management for Storage Craft Benelux



Community Management for Storage Craft backup solution. Visibility strategy on social networks: Facebook, LinkedIn, YouTube, SlideShare and Twitter.

#### Site web

[https://www.facebook.com/pages/StorageCraft-Benelux/249342691822406?sk=app\\_413840291970187](https://www.facebook.com/pages/StorageCraft-Benelux/249342691822406?sk=app_413840291970187)

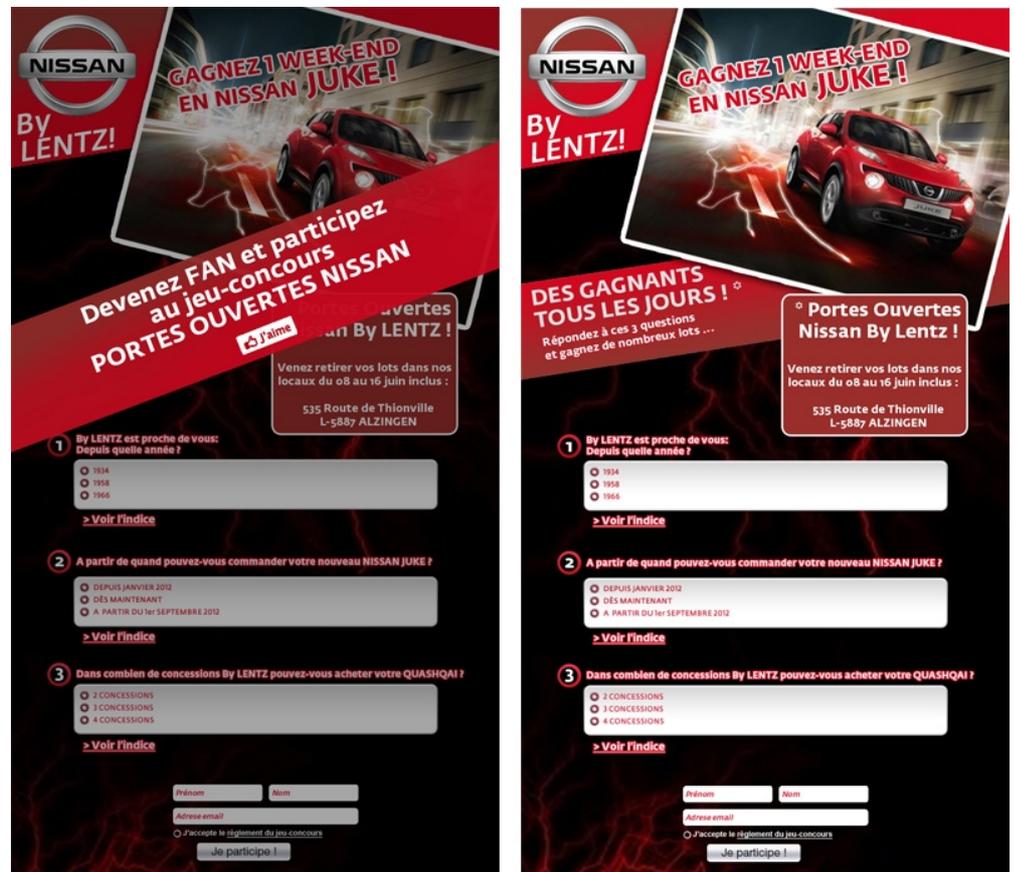


Community Management for ESET Belux. Visibility strategy on social networks: Facebook, LinkedIn, YouTube, SlideShare and Twitter. From 2000 to 5300 fans on Facebook in 8 months !

**Site web**

<https://www.facebook.com/ESETNOD32Belux>

## A Facebook Quiz organized for Nissan By LENTZ - Luxembourg



A Facebook Quiz organized during the open house days for Nissan By LENTZ in Luxembourg.

Site web

<http://www.lentz-nissan.lu>

## COMPÉTENCES

### LinkedIn Recommendations

- ▶ Michael Schroeger, Project Manager, Technicolor / Thomson:  
"Yves demonstrates professional, efficient and result orientated work ethic. Cooperation with him is always an added value for the projects and ultimately for the clients. Besides his operational and best practice approach, Yves never forgets about the creative part of his work."
- ▶ Cedric Delahaye, Marketing and PR Manager, Allen & Overy Luxembourg:  
Main qualities: very efficient, high value-added, reliability.  
"We have developed our 2006 High Definition Campaign for HD & Blu-Ray Discs with Y-B Concept. Really good feedback from our clients regarding that campaign. Great job and good relationship with Mister Beley."

### Internet & Multimedia applications

- ▶ CMS Solutions – Content Management Systems :  
(eZ Publish, Drupal, Joomla, PrestaShop, Magento, XT-Commerce...)
- ▶ Web Marketing :  
Google webmarketing tools (Google Adwords, Google Analytics, Webmasters Tool, etc.)
- ▶ Emailing :  
Campaign Commander, Sarbacane, Oxymailing, Mail Performance, etc...)

### Digital Strategy

- ▶ SEO (Search Engines Optimization)
- ▶ SEA (Search Engines Advertising)
- ▶ SMO (Social Media Optimization)

- Senior Consultant in Digital Strategy
- Trainer (Senior Consultant)

## Management

- Team Management
- Project Management (Prince 2 methodology)
- Production Management
- Planning Management
- Customer relationship

## Graphics & Webdesign

Dreamweaver, Fireworks, Photoshop, Illustrator, Video (Adobe Première)

## Office and business applications

Microsoft Office and Open Office suites.

## Languages

- French: mother tongue
- English: fluent
- German: basic skills

# EXPÉRIENCES

## Digital Project Manager

Xpertiz s.a. - Depuis septembre 2017



Currently on a long mission at CTIE (Centre des Technologies de l'Information de l'Etat, Ministry of State), leading digital projects for Luxembourg institutions and ministries. [gouvernement.lu](http://gouvernement.lu), [luxembourg.lu](http://luxembourg.lu), [adem.lu](http://adem.lu), [armee.lu](http://armee.lu), [logement.lu](http://logement.lu), ...

## E-Commerce and Digital Strategy

Owner - Janvier 2010 à septembre 2017

- E-commerce: using Dropshipping on different market places (Amazon, Ebay, Price Minister, Google Shopping...)
- Digital strategy
- E-Commerce strategy
- SEO, SEA, SMO
- Online visibility
- Emailing

## e-Commerce Coordinator - European Market

Vanguard Europe - Headquarter - Décembre 2013 à décembre 2014 -  
CDI - Esch / Alzette - Luxembourg



- VANGUARD® is a global manufacturer of tripods, camera bags and cases, shooting sticks, gun/bow cases, binoculars and spotting scopes with first-of-its-kind features and capabilities. With 26 years of expertise, these innovative products are hailed around the world.
- Drive and execute all the daily E-commerce and sales actions and within my respective area.
- Coordinate the Key countries e-commerce accounts in link with the local sales team (UK, Germany, Spain & France)
- Maintain, update, develop and 'localize' the brand's S.E.M., S.E.O., vendors merchandising tools and affiliate programs optimization including the social channels, social communities, etc...
- Create, adapt, develop E-campaigns and E-mailing campaigns and localize them with the appropriate tools
- Being proficient on social networking channels (Facebook, Twitter, etc...) and the company website

- ▶ Report to and assist the Senior Marketing Manager on the development of my respective area/ market and assist in rolling out marketing campaign in my respective area/ market with the appropriate analysis
- ▶ Execute all other E-commerce-related assignments

## Senior Web Project Manager and Digital Strategy in Luxembourg



**Reach The First - Février 2011 à mai 2013 - CDI - Strassen - Luxembourg**

- ▶ Specialized in business applications based on open source solutions and websites positioning on search engines, ReachTheFirst drives you to develop your business on the Internet.
- ▶ Web Project Management and digital strategy: definition of projects perimeters, project coordination and planning, establishment of project specifications.
- ▶ Team Management : supervision and monitoring of a Web production team.
- ▶ Responsible for the production planning: planning and tracking projects and production.
- ▶ SEO: referencing websites of our clients. We place the websites of our clients on search engines on adequate geographical exploration, in all languages, all countries, all search engines. In order to optimize our SEO actions, we analyze the entire walkthrough of the internet users and we measure the results.
- ▶ SEA / SMA : strategies, implementation and development of advertising campaigns on Google Adwords, Facebook Ads, LinkedIn Ads.
- ▶ SMO / Community Management : initialization and development of visibility strategies on social networks. Consultancy for skills transfer in Community Management
- ▶ Training: trainer consulting on strategies and tools for web visibility.
- ▶ Conferences about strategies and tools for internet visibility, in Luxembourg and Greater Region.
- ▶ Networking: active participation in networkings in Luxembourg and Greater Region.
- ▶ Digital Strategy
- ▶ Digital Marketing
- ▶ Web 2.0

## Web-Marketing Manager



**FIDDIAM - Avril 2009 à janvier 2011 - CDI - Luxembourg - Luxembourg**

- ▶ Managing a team of internet creation and web-marketing
- ▶ SEO, SEA, SMO
- ▶ Web-shops management
- ▶ Emailing campaigns
- ▶ Management and analysis of web-shops
- ▶ Communication and online advertising
- ▶ Co-registration
- ▶ Project Management
- ▶ Products campaigns and development
- ▶ Staff recruitment
- ▶ Digital Strategy

## Freelance Graphist - Webdesigner



**YB-Concept - Janvier 2005 à avril 2009 - Freelance - Villerupt - France**

- ▶ Freelance activity performed in conjunction with my job at Technicolor.
- ▶ Websites creation
- ▶ All graphic media

## Head of Department



**TECHNICOLOR - Novembre 2000 à août 2007 - CDI - Foetz - Luxembourg**

- ▶ In charge of "Reprographics" and "Premastering", two pre-production services.

- ▶ In close connection with the Marketing Department: creation of all media related to internal and external communication of the Technicolor / Thomson Group.
- ▶ Project management
- ▶ Implementation of ISO 9000 and ISO 14001
- ▶ Staff recruitment