



MANAGER, ECOMMERCE & DIGITAL COMMERCE

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HUGO PERSYN

RESUME

With 8 years of experience in the Retail industry and a strong proficiency as a Project Manager, I help my clients by accelerating the deployment and scaling of their digital transformation (Main issues addressed : *Digital Marketing, Ecommerce and Logistics*).

As a Manager, I put a special emphasis on training, innovation in the delivery and the capacity to apprehend both business and technology issues.

EXPERTISES

- DIGITAL COMMERCE
- PROJECT MANAGEMENT
- IT & INTEGRATION
- MANAGEMENT/MENTORING
- DATA & WEBANALYTICS
- MARKETING AUTOMATION

CERTIFICATIONS

- Product Owner (PSPO I)
- Scrum Master (PSM I)
- IBM Mentor
- IBM Associate Project Manager
- Prince II (Gestion de projet)
- Google Analytics
- Google Adwords

RECOMPENSES

- Excellence Service Award (IBM)
- Google Online Marketing Challenge : French winning team
- Salesforce/Watson Hackathon winner

TO KNOW MORE...

linkedin.com/in/hugo-persyn
www.hugopersyn.com

PROFESSIONAL EXPERIENCE

MANAGER - DIGITAL COMMERCE

Jun 2019 – today



- Responsible for delivery and quality for Digital Commerce projects;
- Business development - Digital Commerce projects ;
- In charge of the training of the Digital Commerce consultants (expertise & certifications) & the team animation

Activities : Management ; Strategy ; Product/Program management ; Agile at Scale
Industries : BtoB, eCommerce, Retail ; Industry

SENIOR CONSULTANT - DIGITAL COMMERCE

Oct 2015 – Jun 2019 (3.5 years)



Alternatively PMO or E-commerce specialist for E-commerce platforms deployment, Marketing Automation or Analytics projects.

Activities : Strategy ; Organization ; Conception ; Implementation, testing et deployment.

Industries : Retail BtoB/BtoC/DtoC ; Banking ; Energy ; Pet Food

ASSOCIATE BRAND SPECIALIST

Sept 2014 – Sept 2015 (1 year)



Responsible for the activation of the growth leverages for the suppliers (Mainly Disney and Lego).

Activities : Coordination ; PIM&DAM ; Analytics ; Merchandising ; Logistics...

Industries : Toys

ESHOP MANAGER

Sept 2013 – Sept 2014 (1 year)

La Redoute

Responsible for the client experience optimization and the website performance of Castaluna.com in France and internationally.

Activities : PMO ; PIM&DAM ; Commercial plan, Data Analysis...

WEBMARKETING & CRM ASSISTANT

Internship- July 2012 – July 2013 (1 year)



Responsible for the creation /optimization of the contents and the website animation of Labelleadresse.com in relation with all the brands of the Henkel group.

Activities : PMO ; Traffic management ; Data Analysis ...

WEBMARKETING MISSION HEAD

Internship - July 2011 – July 2012 (1 year)



Responsible for the redesign and the maintenance of the brands websites (Pattex, Loctite, Metylan, Rubson...) and digital referent for the BU « Glues & Adhesives » .

Activities : Website redesign; Content creation; SEO / SEA...

EDUCATION

SKEMA BUSINESS SCHOOL – LILLE
MSc- MARKETING & DIGITAL COMMERCE

Sept 2009 – July 2013

ECOLE NATIONALE DE COMMERCE
PREPARATORY SCHOOL - ECONOMICS

Sept 2007 – July 2009

SOLUTIONS & TOOLS



SOFT SKILLS

