ROBIN LARDEUX
CONSULTANT SENIOR **DATA ANALYTICS** / WEB & APP **TRACKING**

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More information on my LinkedIn profile : www.linkedin.com/in/robinlardeux

SKILLS

DATA MANAGEMENT
Data and Business Analysis
Tracking Client-Side + Server-Side
Server-Side CommandersAct (certification)

WEB DEVELOPMENT
HTML, CSS, JavaScript

GOOGLE CLOUD PLATFORM
Google Tag Manager
Google Analytics 4 (certification)
Google Looker Studio

LANGUAGES
French (native) | English (bilingual)

VOLUNTEERING
Treasurer & Board Member at L'Autre Cercle association
Scoutism (activity leader)

HOBBIES
Sewing
Hairstyling (Hairstyling graduate)
Crafts: embroidery, DIY projects

EDUCATION

INSEEC BUSINESS SCHOOL PARIS
BUSINESS PROGRAM MASTER'S DEGREE
PARIS | SEPT. 2015 – AUG. 2017

Specialization in International Marketing and Data Strategy.

Master's thesis: « The impact of targeting algorithms in companies' digital strategies » (with honor from jury)

RENNES 2 UNIVERSITY
INFORMATION & COMMUNICATION BACHELOR'S DEGREE
RENNES | SEPT. 2012 – AUG. 2015

Information and Communication Sciences with a focus on analytical thinking, qualitative and quantitative methods, project management and writing skills.

EXPERIENCE

CONVERTEO
SENIOR CONSULTANT DATA & ANALYTICS
PARIS | SINCE JAN. 2023

LEAD TRACKING MANAGER | GROUPE LA CENTRALE
Tracking team management, project scoping for data initiatives, tracking tools expertise, support and training to digital teams on data expertise to ensure optimal data collection.

IMPLEMENTATION PROJECT MANAGER | ODDO BHF AND SHINE
Various projects: Piano Analytics, Piwik Pro, GA4 Server-Side (with proxification), UX tools.
Project scoping: RFP management (price negotiations, technical feasibility, security assessment), KPI definition, planning, deployment, and integration.

TRACKING MANAGER | CONFORAMA
Tracking team management, tracking issues support, GA3 > GA4 migration, Server-Side integration, dashboarding, technical documentation and training to the Analytics team.

SPEEXX DIGITAL PUBLISHING
SENIOR CUSTOMER SUCCESS MANAGER
PARIS | JAN. 2021 – JAN. 2023

RFP Technical Consultant: technical requirements analysis and definition of tailored solutions, participation in oral presentations to address any solution-related topics.
Onboarding Consultant: technical integration and delivery of all service components.
Customer Success Project Leader: KPIs monitoring, anticipating and identifying customer needs, troubleshooting, training and support in the Speexx adoption, development of long-term engagement strategies.
Solution Architect for the French Business Unit.

— 2020 —
Travelling to Northern Europe & the Middle East

COMMANDERS ACT
INTERNATIONAL TECHNICAL ACCOUNT MANAGER
PARIS & COPENHAGEN | SEPT. 2017 – NOV. 2019

Technical Expert on the full solution suite: TagCommander (TMS), MixCommander (Analytics tool), DataCommander (DMP), TrustCommander (CMP).
Technical Account Management: JavaScript debugging, implementation project leader.
Data Project Manager: tracking project, third-party and media tracking plans implementation, Privacy compliance and optimization.
Trainer for Tag Management certifications.

Customer references: Sephora, Danone, Thalys, L'Occitane en Provence, Engie, ...

DISNEYLAND PARIS
TECHNICAL SPECIALIST
PARIS | AUG. 2016 – AUG. 2017

Media Tracking Architecture: tracking implementation for EMEA media campaigns.
Sales attribution model for online media buying (multi-attribution model): verification of the online tracking system to ensure proper partner compensation, analysis of data to check the consistency of online sales allocations.
Project management: for digital marketing, media and innovation projects.

YVES ROCHER
WEB ANALYST JUNIOR
RENNES | SEPT. 2015 – JUN. 2016

E-merchandising Strategy Management and optimization: KPIs definition and dashboarding, customer paths optimization based on data analysis.
Benchmarking and business intelligence.