




Maxime Fulpin

Digital Marketer specialised in SEO

 Sydney, Australia

 Permanent Resident

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A digital marketing project manager specialised in SEO with 6 years experience in agency.

For last 3 years and half, I was managing the SEO & digital marketing campaigns of our clients at Pretty in Sydney, including strategy, execution, monitoring and reporting to stakeholders.

KEY SKILLS

- Strong specialization in search engine marketing, especially in **SEO and PPC campaigns**
- Strategic & entrepreneurial mindset with an **understanding of the overall marketing picture** from brand awareness, traffic acquisition and lead / sales generation
- Over last 3 years, I have extended my skills to **Pay Per Click**, e-commerce, user-experience optimisation, content marketing, persona, A/B testing, social media and email marketing
- Development and execution of digital strategies with a **strong focus on ROI, leveraging from internal and external teams**. Reporting results using **Excel, SEMRush, Google Analytics, Google Tag Manager, Google Data Studio**

EDUCATION

2009 - 2010 **Bachelor's Degree in Digital Marketing - Jean Moulin University** **Lyon, France**

Fields of Study: marketing, web-marketing, SEO, digital marketing strategies

2007 - 2009 **Advanced Diploma SRC - Université Joseph Fourier** **Grenoble, France**

Fields of Study: web development (HTML, CSS, JS, PHP, CMS), multimedia (Photoshop, Illustrator), computer networks

CAREER AND ACHIEVEMENTS

July 2015 – April 2019

Digital marketing & SEO Consultant

Sydney, Australia

Pretty Pollution, PTY LTD – pretty.com.au – Digital marketing agency

Responsibilities and skills developed:

- Digital marketing strategies depending on marketing goals, target market and budget
- Execution of the SEO strategy, including technical optimisation, link building and content marketing.
- Management of web projects (website updates, conversion optimisation and website build on Kentico CMS)
- Set up and management of PPC campaigns on Google, Bing & Facebook, including Search, Remarketing, Display and Shopping

2010 – 2013

Digital marketing & SEO project manager

Lyon, France

Cybercité – cybercite.fr - Advertising agency – 95 employees – t/o 2011: €9 M

2008 – 2010

SEO project manager

Lyon, France

OPTEA - IDEP Multimedia - Linkeo - linkeo.com.au – Web agency – 480 employees – t/o 2013: €41 M

ACTIVITIES

- **July 2014 - Present:** Founder at HopHop Ride hophopride.com.au

OTHERS INFORMATIONS

- **Computer skills:** Google Suite, Excel, Word, Power Point, Photoshop, Dreamweaver, CPanel & management of hosting (DNS, domain names, FTP), HTML, CSS
- **Digital Marketing tools:** Google Analytics, Google Tag Manager, SEMRush, Google Ads, Bing Ads, SEO Tool for Excel, Enterprise Content Management Systems (Business Catalyst, Kentico, Wordpress, Prestashop, Magento), Raventools, Advanced Web Ranking, Asana & Redmine, Mailchimp
- **Hobbies:** Athletics (Half Marathons, Marathons), meditation, yoga, fitness, hiking, travelling, soccer, personal development
- **Languages:** English (fluent), French (native)
- **Nationality:** French
- **Personal situation:** in a relationship

Written references available upon request.