

SOLÈNE TESSIER

DIGITAL MARKETING & DESIGN CONSULTANT

06 69 41 32 54
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www.solenetessier.fr
Malakoff, France

Français & Anglais

SKILLS

Design, marketing & front-end development team management

Data-driven & business-oriented UX/UI design

Online/offline communication

Conversion Rate Optimization

Email marketing & automation

SEO & content strategy

User research

Art direction & brand identity

Mentoring and training

EXPERIENCE

SINCE 2025

Digital Marketing Strategy Consultant

JUST PATTERNS • PARIS

- **3-year digital marketing strategy** (budget, marketing plan, quotes, KPIs & reporting dashboard, ...)
- **Social media strategy** (organic, Meta Ads, Pinterest Ads)
- SEO & UX audits to improve indexing and conversion
- Persona-based **content marketing strategy**
- **Paid media strategy** (Google Ads, Affiliation, Display, etc.)

2022 • 2024

Head of Communication & Design

ETHIFINANCE • PARIS

- **Rebranding:** new visual identity & design system
- **Website redesign:** audit, site architecture, UX/UI design, specifications & project management
- **Print/trade show communication:** POS advertising, brochures, promotional items
- **Digital marketing:** SEO, acquisition & retention email campaigns on Mailjet, social media strategy (LinkedIn +150% followers in 1 year)

2007 • 2022

Head of Design & Product Owner

OOREKA & PAGESJAUNES, SOLOCAL • PARIS

- **Management** of 8 designers + 2 front-end developers
- **Web design for 450+ websites & apps** (architecture, user flows, functional design, UX/UI)
- Mentoring and training of UX/UI designers across Solocal
- **CRO:** lead magnets, A/B testing, user research, analytics
- **Branding & communication:** logos, brochures, print, web & radio advertising

2007 • 2011

Digital Marketing & Design Consultant

FREELANCE • PARIS

- **Brand identity:** logos, brand guidelines, illustrations
- **Websites:** showcase & e-commerce, user journeys, UX/UI, WordPress development
- **Digital marketing:** SEO consulting, content strategy

2000 • 2007

Artistic Director Print & Web

VARIOUS COMPANIES: Agence RHW, Laboratoire Allerbio, Cetelem (BNP Paribas), DPCOM

- **Print communication:** advertising, books, brochures, trade show booths, branded merchandise, illustrations, etc.
- **Web design:** user journeys, advertising, UX/UI, WordPress development

EDUCATION

CONTINUING EDUCATION

- 2025 **Digital Marketing Strategy Certification**
(330H) NAÏAS
- 2025 **Digital Accessibility Certification** • KOENA
- 2024 **Social Media Advertising (SMA)** • CMA
- 2024 **Prompt Engineering for ChatGPT and other LLMs** • CMA
- 2022 **ContentSquare Expert** • CONTENTSQUARE
- 2020 **Scrum Product Owner Certification**
INTERNATIONAL SCRUM INSTITUTE
- 2018 **Design Sprint Facilitator**
DESIGN SPRINT LTD
- 2017 **Situational Management** • PILOTIS
- 2008 **Ergonomics of touch interfaces** • LUDOTIC

ACADEMIC EDUCATION

- 2003 **Master's Degree (DEA) in Image Arts & Contemporary Art**
UNIVERSITÉ PARIS 8 - SAINT-DENIS
- 2002 **Bachelor's & Master's Degree in Image Arts & Technology (3D)**
UNIVERSITÉ PARIS 8 - SAINT-DENIS
- 2000 **BTS Communication Visuelle**
LYCÉE JEANNE D'ARC - ROUEN

TOOLS

- **Design & Prototyping:** Figma, Adobe Creative Cloud, Axure, Balsamiq, Capcut
- **Analytics & Optimization:** Google Analytics & Search Console, GTM, Looker Studio, ContentSquare, Testapic, AB Tasty, Kameleoon, Ahrefs, Semrush
- **CMS & Development:** WordPress/WooCommerce, PrestaShop, Shopify, HTML/CSS
- **Email, CRM & Automation:** Mailchimp, Mailjet, Brevo, Zapier
- **Digital Advertising:** Google Ads, Meta Ads, Pinterest Ads
- **AI:** ChatGPT, Claude & other LLMs
- Microsoft Office, Google Workspace

REFERENCES

Available upon request

My portfolio : www.solenetessier.fr