



GEOFFREY MATHERN

WEB QUALITY ENTHUSIAST

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📍 Paris

🕒 TIMELINE

1988

- 🎮 **Childhood & Youth**
Plenty of video games (I miss my SNES)
First PC and first internet connection
First contact with HTML/CSS
- 🎓 **2006** ← Graduated - Scientific Baccalaureat
- 🔗 **2008** ← **Beginning of HETIC**
Discovered web, SEO and data strategy
Plenty of slavery internship
First website development
- ⚙️ **2011** ← First freelance mission
- 🌸 **2012** ← Opened my mind in Hong Kong
- 🎓 **2013** ← Graduated - «Expert en Ingénierie et Management de la Communication Numérique» (impressive huh ?)
- 📊 **2013** ← **SEO Account Executive**
@Performics (Publicis Group)
Support of agency key accounts (PMU, P&G, SCNF, Nestlé etc.), logs and crawls analysis, 360 SEO audit, Netlinking campaign etc.
- 🐧 **2014** ← Sponsoring my first penguin (for real)
- ⏏️ **2015** ← **SEO Performance Specialist**
@Fabernovel Data&Media
First SEO member of the agency ! I worked to develop the SEO process, involved in pre-sales, build an SEO offer and recruit good SEO guys.
- ⏏️ **2016** ← **Head of SEO**
@Fabernovel Data&Media
The agency is growing up => Currently managing a team of 4 people. Responsible of the vision and overall SEO strategy of the agency.

👤 PROFILE

50% 50%

LEADERSHIP

TEAMWORK

OPEN MINDED

QUICK LEARNER

PENGUIN

♥ FEW THINGS I LOVE

ZELDA LICENSE **BOARD GAMES** **COOKING AZUKI** **PICK LOCKING**

🏆 CERTIFICATIONS

ANALYTICS QUALIFIED INDIVIDUAL **ADWORDS QUALIFIED PROFESSIONAL** **2014 CESEO** **Botify Certified Consultant** **MYPOSEO CERTIFIE UTILISATEUR PREMIUM** **AB TASTY CERTIFIED PARTNER**

tell a new story together ...