

MAXIME HABAUT

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maximehabault.com

PROFESSIONAL SUMMARY

Motivated and detail-oriented data professional with two years of experience as a Web Analyst through a dynamic work-study program. Proven expertise in data analysis, web performance metrics, and generating actionable insights to drive business decisions. Eager to improve skills in an international setting to expand my knowledge, enhance professional qualifications, and contribute to impactful data-driven projects.

EDUCATION HISTORY

2023 - 2025

- **MASTER OF E-BUSINESS** - INSEEC University | Paris - Defense, France
 - Advanced digital strategy
 - Analytical and data management skills
 - Project management and leadership

2022 - 2023

- **BACHELOR OF E-COMMERCE & DIGITAL MARKETING** - Savoie Mont Blanc University | Annecy, France
 - Foundations of E-commerce and digital marketing
 - Data analytics and consumer behavior
 - Content creation and social media management

2020 - 2022

- **ASSOCIATE'S DEGREE MARKETING TECHNIQUE** - Savoie Mont Blanc University | Annecy, France
 - Core marketing principles and strategy
 - Sales techniques and customer relations
 - Market research and data interpretation

2016 - 2018

- **BACHELOR OF SCIENCE AND TECHNOLOGY MANAGEMENT** - Baudelaire High School | Cran-Gevrier, France
 - Technology integration in business
 - Management principles and practices
 - Project management and strategic planning

JOB EXPERIENCES

- **WEB ANALYST** AYOR GROUPE - September 2023 - Present
 - **Data analysis and reporting**: Analyze complex datasets to uncover trends, generate actionable insights, and produce detailed reports that support data-driven decisions across multiple departments.
 - **SEO and performance optimization**: Develop and execute SEO strategies to improve search rankings and site performance, leading to higher organic traffic and increased user engagement.
 - **A/B testing and user experience**: Conducted A/B tests to refine user experience, enhancing website conversion rates and creating a more intuitive and seamless user experience.
 - **Software experience**: Google Analytics 4, Ab tasty, Google Tag Management, Looker Studio, HTML, CSS, JS, Dolist, ChatGPT, Pack Office
- **MARKETING & COMMUNICATIONS MANAGER** PATIS SERVICE - Septembre 2022 - August 2023
 - **Social media management**: Managed social media channels to boost brand awareness, engage target audiences, and increase follower growth through tailored content strategies.
 - **Catalog and website oversight**: Oversaw the development and maintenance of product catalogs and website content, ensuring accuracy, visual appeal, and an optimized user experience.
 - **Sports partnerships and marketing support**: Coordinated partnerships with sports organizations and supported marketing initiatives to enhance brand visibility and drive customer engagement.
 - **Software experience**: Adobe Creative Suite, HTML, CSS, Universal Analytics, Canva, Microsoft Office Suite, Chat GPT
- **CO-MANAGER OF TECHNICAL PRODUCTS DEPARTMENT** FNAC - September 2020 - July 2022
 - **Business development and cross-selling of complementary services**: Developed strategies to promote and sell complementary services alongside core products, enhancing added value for clients and driving sales growth.
 - **Product strategy and merchandising**: Crafted and executed product strategies, aligning merchandising efforts with market trends to maximize product appeal and sales performance.
 - **Customer engagement and sales optimization**: Implemented customer engagement strategies focused on enhancing user satisfaction and loyalty, driving higher sales conversions and long-term customer retention.
 - **Software experience**: Microsoft Office Suite, Adobe Creative Suite

SKILLS

LANGUAGES

- **French** - Native language
- **English** - C1 TOEIC Certification

SOFTWARES / CODE LANGUAGES

- Google Analytics 4
- AB Tasty
- ChatGPT - Prompts
- Adobe Suite
- LookerStudio / GTM
- HTML / CSS / JS
- Microsoft Office Suite
- Dolist Emailing