

MICHELLE O'BRIEN

CREATIVE PROBLEM – SOLVER *

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* Fueled by curiosity and a knack for problem-solving, I thrive in roles that blend **analytical thinking** with **creativity**. My journey is marked by a passion for confronting diverse challenges in dynamic environments, **blending logic with creativity to forge impactful solutions**. Skilled in communication and innovation, I'm drawn to collaborative and intellectually stimulating opportunities. This pursuit reflects my **dedication to continuous learning** and my ambition to **drive meaningful change**, using my versatile talents for both personal and professional evolution.



EXPERIENCE

DIGITAL MARKETER & BUSINESS INTELLIGENCE

10/22 – Present

GALLILEO GLOBAL EDUCATION

Website Management and Enhancement:

- Site performance improvement, focusing on user experience and CRO, development of A/B tests.
- Optimization and animation of group school websites.

Communication and Strategic Intelligence:

- E-reputation / brand monitoring and benchmarks.
- Creation of communication elements aligned with branding.

Paid acquisition (SEA):

- Design of keyword campaigns for search engines.
- Creation of landing pages.

Search Engine Optimization (SEO) and Performance Analysis:

- Application of strategies to improve online visibility.
- Monitoring of SEO query rankings.

CONSULTANT, WEB & MULTIMEDIA DEVELOPER & COMMUNICATION STRATEGY

04/21 – 06/21
& 07/20 – 08/20

INTERNSHIP – ARPEH ASSOCIATION

Definition and implementation of communication objectives:

- Identification, clarification and transformation of the association's objectives into web functionalities and strategies for social networks.

Communication Strategy and Targeting:

- Collaboration with the founder to define positioning and organization.
- Analysis of target audiences and development of an appropriate content strategy.
- Drafting of a strategy document for social networks.

Content Creation and Project Management:

- Conduct analysis to identify, organize and create key information.
- Development of website strategy and design of an onboarding package for new members.
- Production of targeted multimedia products (videos, infographics, documents) and presentation of progress reports, including interviews with the founder.

Web development and UX design:

- UX design aligned with set objectives.
- Integration of functionalities for fundraising and donations.

SKILLS

COMMUNICATION & MARKETING

- Strategic development: communication, marketing, web, content and creation
- Social network management
- Meta, Google and Pinterest Ads
- SEO and SEA
- PR and influencer relationship management.
- Market research and trend analysis
- Data analysis, data design and dataviz
- Project management

DESIGN

- UX / UI & user research
- Adobe Creative Suite
- Infographics, logos and communication elements,
- Motion design and video editing,
- Digital illustration

TECHNICAL

- CMS, HTML, CSS, Bootstrap, Pug
- JavaScript, jQuery, React, React Native
- PHP, Node, MySQL

LANGUAGES

- English – Fluent
- Spanish – Fluent
- French – Fluent
- Italian – Elementary

EDUCATION

BACHELOR WEB MARKETING UX
HETIC, MONTREUIL

09/22 –
09/23

DUT MMI PROGRAMMING &
DEVELOPMENT SPECIALIZATION

09/19 –
09/21

GUSTAVE EIFFEL UNIVERSITY,
CHAMPS- SUR-MARNE