

Pauline Langlois

Content & SEO Freelancer

French (Native)
English (C1)
Spanish (Professional level)

Work experience 1/2

SEO Content Project Manager at KAYAK

From May 2023
KAYAK - Remote
Freelancer

- In-depth SEO researches for different travel topics
- Creation of detailed briefs, proofreading, QA, publishing
- Monitoring of performances

International SEO Content Team Lead

From Sept. 2022
Lampenwelt - Prague
Full Time & Freelancer

- Project management for a massive website migration
- Management of the tasks and resources
- Collaboration with an external agency
- Scaling of the SEO Strategy to new markets
- Contribution to the growth of the team

SEO Content & Team Manager

From June 2021
to September 2022
Selectra - Madrid

- Creation of the SEO strategy for the french market
(+40% unique pageviews in one year: from 18M to 25M)
- Management & skills improvement of 7 persons
- Briefs creation for 3 freelancers
- Business performance optimization
(CTR of calls / SEO sessions from 2% to 3,5% in one year)
- Time management & prioritization
- Data analysis & reporting
- Technical monitoring of 7 websites
- Problems resolution
- People oriented management

Webmarketing & Content Officer

From June 2020
to June 2021
Selectra - Madrid

- Creation of SEO contents about Telecommunication
- Optimization of the conversion on page
- A/B testing & Data analysis

Project & Content Manager - Freelancer

From May 2019
to April 2020
GPG Granit - Rennes

- Project management with all the stakeholders
(final client, developers, web designer, redactors...)
- Creation of the 360° digital strategy
(x10 users on the website in one year)
- Results oriented management
- Data analysis & reporting

More experiences on page 2...

Passionate about
Content, User Intent &
SEO: I'm looking for
my next experience.

Contact

paulinelanglois.pro@gmail.com
LinkedIn: in/pl-seo-manager
(+33) 6 26 50 08 85
Michalska 13, Prague 1
Website: paulinelanglois.com

Tools

SEO

Google Analytics ●●●●●●●●●●
Search Console ●●●●●●●●●●
Ahrefs ●●●●●●●●●●
Screaming Frog ●●●●●●●●●●
Lighthouse ●●●●●●●●●●

Technical

WordPress ●●●●●●●●●●
Drupal ●●●●●●●●●●
Magento 1 & 2 ●●●●●●●●●●
HTML/CSS ●●●●●●●●●●
SQL ●●●●●●●●●●
G Tag Manager ●●●●●●●●●●

Team Work

Slack ●●●●●●●●●●
Trello ●●●●●●●●●●
Basecamp ●●●●●●●●●●
Gsuite ●●●●●●●●●●

Work experience 2/2

Google Coach - Freelancer

- Digital skills training for professionals and students
- Animation of workshops and conferences
(in front of 10 to 70 persons, depending on the location)
- Individual mentoring
- Problems resolution

From Sept. 2018
to Jan. 2020
Google - Rennes

Website creator - Freelancer

- Creation of UX web designs
- Setup of the website on the FTP server
- Creation of the pages & intervention in the source code
- Creation of the additional functionalities
- SEO optimization
- Setup of data tools
- Training of the client on how to manage their website

From March 2016
to March 2020
Multiple clients

SEO Redactor - Freelancer

- Content creation on different topics : wellness, health care, e-mailing product, fashion, travel...
- User centered redaction
- HTML integration
- SEO optimization of the content

From Jan. 2017
to Aug. 2019
Multiple clients

Digital Marketing Officer - Agency

- Contribution to the digital strategy of multiple clients
- Creation of marketing automation scenarios
- Social Media management
- Implementation of SEO best practices
- Data analysis
- Creation of data visualization dashboards

From Sept. 2016
to July 2018
Koredge - Lyon

Webmarketing Assistant - Start-up

- Creation of SEO content about IT products
- Creation of communication supports
- Social Media Management
- Website management
- HTML integration (newsletters, landing pages...)

From April 2015
to July 2016
Evollis - Bordeaux

Interests

Photography (Olympus EM10 MarkII)

Design & Architecture (Hans J. Wegner, Eames, Le Corbusier, Zara Hadid...)

Travel (Jordan, Morocco, Egypt, USA, Peru, Portugal, UK, Italy, Serbia...)

Writing (book of short stories, unpublished yet)

Thank you for reading.

Pauline Langlois

Discovering new environments, and adapting myself to them, is one of my favorite challenges.

Other Tools

G Data Studio	● ● ● ● ●
Adobe Illustrator	● ● ● ● ●
Photoshop	● ● ● ● ●
Lightroom	● ● ● ● ●
Excel	● ● ● ● ●
Facebook Ads	● ● ● ● ●
Mailchimp	● ● ● ● ●

Education

Master's Degree - 2018

Expert in Digital Strategy
Digital Campus - Lyon (FR)

Bachelor's Degree - 2016

Marketing Management
Sup de Com¹ - Bordeaux (FR)

Two-year University Degree - 2015

Science of information & communication
IUT Montaigne- Bordeaux (FR)