

Arnaud Mangasaryan

Senior SEO strategist & Product owner

Since 2006, I have been specialized in Search Engine Optimization (SEO) for the following reason: "it's useless to have a beautiful showcase if nobody can find it". I imagine and apply efficient Search Engine Traffic Acquisition Strategies for my clients by helping them reaching their business goals and potential customers. By doing this, I help companies finding solutions in terms of organic ranking challenges.

Since 2017, I also have working as a Product owner and develop my skills and my experience for this position I like a lot. Improve my skills and my experience for this job is something I would like to do.



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Education

- PSPO 1 Certification 2017
Scrum.org, Montreal (Canada) - <https://www.scrum.org/user/255681>
- Master Degree in NITC Engineering & Management 2007
Hétic, Montreuil (France) - <https://www.hetic.net>
- Undergraduate Technical Degree, Network Admin. Specialty 2004
Lycée Vilgenis, Massy (France)
- Bachelor, a Level Graduation, Major in Economics 2002
Lycée Lakanal, Sceaux (France)

Experience

- 1 **SEO Manager // Since 2016 May**
Established in 2003, SSENSE is an international eCommerce platform based in Montreal, Canada. SSENSE is know for its original editorial content and a choice among more than 400 luxury fashion designer products for men & women.
 - Develop the whole international SEO Strategy for the site in order to increase % of revenue from organic channel.
 - Permanently improve the website structure from a search engine perspective.
 - Develop a long-term international linkbaiting strategy for the brand.
 - Management of a SEO specialist.
- 2 **Product Owner// 2017 January - 2017 August**
 - Lead the development of the new eCommerce website "product".
 - Work within a SCRUM team of 8 people, including 1 scrum master.
 - Maximize the value of the product (prioritize increments based on business goals and market behaviour, redefine user stories, manage the product backlog).
- 3 **SEO-PPC Teacher // 2016 February - 2016 May [part time]**
TAV is a private college specialized in Search Marketing, Science and Technology.
 - Teach basic and intermediate SEO skills to 12 students (in English).
 - Prepare and evaluate SEO & Search Engine Marketing tests.
- 4 **Senior SEO Consultant // 2015 March - 2016 April**
 - Competitor Analysis
 - Develop an on & off-site strategy for hotel business.

- Imagine and make apply high value on-site SEO tactics by using internal data and answer to specific user needs.

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SEO | PPC | Analytics Team Lead // 2014 January - 2015 January

Tink is an agency based in Montreal & Quebec, specialized in website & application creation.



- Develop & manage a team of 4 people
- Manage SEO/PPC/Analytics projects with team members.
- Increase SEO skill levels at the agency.
- Create and apply "web performance" standards across web projects for customers.
- Support the Business Development team by helping SEO/PPC & Web analytics proposals for potential customers.

Some projects:

- Metro : SEO bug fixes + recipe page template improvements
- Brunet : prepare website migration (data, URL, behaviour, redirects) from old to new website structure.
- Desjardins : participate to the new product website creation by working with the UX team.
- VIA Rail : create editorial SEO strategy for Destination pages by working with the content & ux team ([see an example](#)): specific needs that matches with user needs (+11% new visitors).

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SEO & PPC Strategist // 2010 June - 2014 January

TC Media is the largest printer in Canada. The group was editing consumer online magazines (French & English) like Coup de Pouce, Elle Canada, Canadian Living, The Hockey News, Decormag, etc... And more than 150 local newspapers.



- Create and apply the SEO strategy for all consumer websites of the group.
- Create, update and optimize PPC campaigns (Adwords & Bing) for consumer websites.
- Define and validate KPIs with product owners for each website.
- Manage a team of 2 PPC specialists (from 2011 November).
- Create and present SEO workshops for several teams across TC Media (journalists, IT, Marketing, Designers, Products, copywriters).

Some projects:

- Coup de pouce : new on-site structure for Food category and new data presentation structure.
- Canadian Living : new website architecture optimized for SEO + Support the editorial team.
- Elle Québec/Canada : technical optimization for the whole platform + linkbaiting strategy.
- In Memoriam : use the whole database to create a crawlable structure that fills user needs by using all data TC had.

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SEO Project Manager // 2007 - 2010

Figaroclassifieds belongs to the Figaro Group. It is focused on jobs, training and real estate classified ads via multiple websites.



- Increase organic visibility & traffic for job, training and real estate websites (France, UK & Germany).
- Work closely with product owners and the development team.
- Help the Traffic Acquisition director by applying his strategy to the group.
- Train and manage a junior SEO analyst.

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SEO & Search engines Speaker // 2008 - 2009

HETIC is a school specialized in new technologies & Internet. The cursus is dedicated to student for Master Degree graduation.



- Teach advanced SEO, search engines knowledge, web analytics + ppc basics
- Support students and help them to integrate SEO in their web projects.
- Prepare SEO case studies & exercises for students.

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SEO Analyst // 2006 - 2007

Aposition is a agency specialized in SEO & PPC, based in Paris (now integrated with the Isobar Group).



- Manage client SEO projects
- Meet clients, analyze their business goals and develop their organic visibility & traffic.
- Create and apply SEO strategies and tactics.
- Create adapted linkbuilding strategies.
- Measure each SEO changes applied on their websites.
- Create an internal wiki to regroup SEO knowledge from all specialists and maintain a SEO blog for the agency.

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CSS & HTML Trainer // Summer 2005

Since 1968, Diné College is a two-year, tribally controlled community college, serving the 27,000-square-mile Navajo Nation. Current enrollment is 1,830 students, of which 210 are degree-seeking transfer students for four-year institutions.



- Teach HTML & CSS to a groupe of Navajo Students.
- Manage and help students to develop and achieve a web project via shared technical knowledge.

Technical skills

SEO & Analytics tools

Google Analytics, Screaming Frog, OnCrawl, Ahrefs, DragonMetrics, Adwords, Adwords Editor, Suite Majestic.

Dev. & SCRUM

JIRA, Confluence, HTML, CSS, PHP & MySQL basics, Wordpress CMS.

Other tools

Suite Office, Apple iWork, Windows, Mac OS, Balsamiq Mockup, Adobe Lightroom, DxO Pro.

Languages

French - Native language
English - Professional level
German - Intermediate level

Professional interests

- Founder & President of the [DoYouSEO](#) Association of SEO specialists (based in Montreal, Canada).
- SEO speaker for events like RDV eCommerce, InfoPresse or W3Quebec.
- Interview with Trustpilot about SEO for International ([read the article](#))
- Author of a [French blog about SEO](#), search engines and web analytics.
- Ex-member of the [WPFR Association](#) Founder team (Wordpress French Association). Ex SEO writer on their blog.

Personal interests

- Classic cars lover
 - Amateur photograph ([see my profile on 500px](#))
 - Passionate Traveler - Cultural travels done in several countries like Japan, USA & Hawaii, Finland, Greece, Germany, UK...)
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References available on demand.