**ARNAUD MANGASARYAN**

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SEO Manager with a reputation as a strategic thinker, who takes ownership, and delivers organic growth in fast-paced environments. A leader and practitioner that builds, deploys, and executes SEO strategy and tactics leading globally dispersed teams. Passion and expertise in the technical arena, analytics, and strategic thinking to optimize website visibility and performance.

**TECHNICAL COMPETENCIES**

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| --- | --- | --- |
| **Technical SEO** | **Analytics for SEO** | **SCRUM & Other** |
| * Search engine crawl, render and index understanding (Screaming Frog)
* Log analysis (OnCrawl)
* Site performance optimization
* Testing plans (A/B, A/A’)
* HTML/CSS/JavaScript
 | * Google Search Console advanced usage to track performance.
* PowerBI / Looker
* Excel
* Google Analytics
 | * JIRA / Confluence / MIRO
* Wordpress
* SEMRush / Ahrefs
* Office/Google Suite
* Balsamiq Mockup
* Adobe Lightroom
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# EXPERIENCE

### **VISTAPRINT,** Boston, MA 2018 – 2023

##### ***Technical SEO & Analytics Manager***

* Devised and deployed the strategic Analytics and Technical Program for the SEO channel within the Data & Analytics organization.
* Drove prioritization of data product needs and provided actionable insights to Product, Data and Technical teams during the build.
* Spearheaded the SEO migration of all Vistaprint domains to a completely new platform.
* Led the integration of multiple SEO tests, generating an increase of non-brand CTR (5-25%) and a better conversion rate from the channel (+3%).
* Sensitized internal partners re: SEO purpose, requirements and evolution via custom trainings and workshops that strengthened the relationships with key stakeholders.
* Recommended, monitored,and documented SEO tests on our eCommerce websites (A/B, A/A').

### **SSENSE,** Montreal, QC 2016 – 2018

##### ***SEO Manager & Product Owner***

* Developed the international SEO strategy increasing revenue by 31% from the organic channel.
* Orchestrated a full redirect strategy regarding the acquisition of Polyvore to SSENSE to generate the greatest impact from SEO: +71% revenue year over year.
* Lead and execute the SEO Content strategy with a team of 10 editors.
* Product Owner with a team of 7 developers + 1 scrum master.
* Prioritized increments for the new website based on business goals and market behavior.

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##### **TAV COLLEGE**, Montreal, QC 2016

##### ***Faculty teaching SEO course (Adjunct)***

##### **YELLOW PAGES**, Montreal, QC 2015 – 2016

##### ***SEO Consultant***

* Imagined and implemented high value on-site SEO tactics by using internal data.
* Developed SEO strategy for hotel businesses (technical and content).

### **TINK**, Montreal, QC 2014 – 2015

##### ***Search & Analytics Team Lead***

* Developed and managed a team of 4 specialized in SEO, Paid Search and Analytics.
* Created web performance standard across the agency.

##### **TC MEDIA**, Montreal, QC 2010 – 2014

##### ***SEO & PPC Strategist***

* Planned and deployed SEO/PPC strategies for all consumer websites in partnership with Product and developer teams.
* Built and sensitized co-worker teams (product, journalists, developers, copywriters) to SEO via regular customized workshops
* Defined SEO KPIs and setup Google Analytics custom dashboards to track performance.

### **FIGARO CLASSIFIEDS**, Paris, France 2007 – 2010

##### ***SEO Project Manager***

* Developed and managed SEO strategy for jobs, training and real estate websites.
* Imagined and deployed a full SEO content strategy for Kelformation by partnering with Webmasters, designers, developers and copywriting teams: SEO traffic increased by +31% YoY.

### **HETIC,** Montreuil**,** France 2008 – 2009

##### ***SEO & Search Engine Faculty (Adjunct)***

### **APOSITION ISOBAR,** Paris, France 2006 – 2007

##### ***SEO Analyst***

# EDUCATION / CERTIFICATIONS

### **Certification ix-seo** IX-Labs, Boston, MA, USA 2020

### **PSPO 1 Certification** Scrum.org, Montreal, Canada 2017

### **Master’s degree in NTIC Engineering & Management** Hetic, Montreuil, France 2007

### **Undergraduate Tech. Degree, Network Admin Specialty** Lycée Vilgenis, Massy, France 2004

### **Bachelor, a level graduation, major in Economics** Lycée Lakanal, Sceaux, France 2002

# Languages

French (native language) • English (bilingual) • German (intermediate level)

# PROFESSIONAL AND PERSONAL INTERESTS

* Founder of the French DoYouSEO Association of SEO experts (in Montreal, Canada)
* Co-founder of the Dataviz & Storytelling Guild at Vista (Boston, USA)
* SEO speaker (eTail Boston, InfoPresse, RDV eCommerce, eCommerce Podcast…)
* Author of a French blog about SEO and another blog focused about data visualization (HistoireDeData)