

ALEXANDRE CAZAURANG

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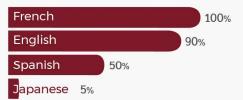


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33700 Mérignac France

LANGUAGES



EXPERTISE

Data Analytics

Product Strategy

SEO

E-mail marketing

Webmastering

















PERSONAL SKILLS





Curious







PROFESSIONAL EXPERIENCE





AT INTERNET

PRODUCT OWNER

Providing new features to curstomers at the core of agility processes with dev teams. Synchronizing the creation and development of stories, to the completion of the DOD, for our Data Management tools and data processing.

PRODUCT MANAGER

Exploiting users feedbacks to prioritize main releases, with clear documentation to explain how to use our products with their strategy. I mostly worked on Data Collection, Privacy and Access Rights features of the Analytics Suite.

DIGITAL ANALYTICS CONSULTANT

Assisting our customers on site or remotely, even abroad to help them get the best out of analytics solutions. This experience brought me to the core of the analytics field, with a wider perspective on the web conception and evolutions.





2013-2015



KEDGE 2010-2013

MASTER COMPANY MANAGEMENT

Improving my knowledge on entrepreneurship and the various components of a company from people ressourcing, to the many steps of creating a company. I concluded with a report on the impact of web marketing on wine companies.

MBA / WEB BUSINESS

Mixing marketing and code to answer in the best way web's questions for today and tomorrow. Attending to conferences abroad like in Canada and the USA. Working as an intern for a company in web's field (3weeks/month), in my case Dolist.net.

BACHELOR / MARKETING

Learning marketing, accounting, communication, law, economics... Validating knowledge acquisition by internships (I/year) and an academic semester on the campus of the University of Newport in Wales.



CERTIFICATIONS



INTERNATIONAL Traveler

England - Work and family Wales - Academic semester Canada - Lectures USA - Lectures Japan- Kansai Trip



WEBSITE





alexandre-cazaurang.com



TOEIC

900/990

GOOGLE ADWORDS

GENERAL + DISPLAY

GENERAL