

# Audrey ALBA

## Digital Marketing Manager

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## Profile

Passionate about digital marketing, I aim to optimize web performance and lead innovative international projects to boost visibility and engagement worldwide.

## Professional Experience

### Web Project Manager

2024

#### House of Leaders

*Design a high-performance website tailored to the company's needs, ensuring a smooth user experience and optimized SEO.*

- Created a WordPress site using Elementor and custom CSS, customized for the business.
- Reduced loading time by 30% through advanced SEO optimization with Google Analytics and Screaming Frog.
- Effectively coordinated the project with the team via Slack and Trello, meeting deadlines and staying within budget.

### Digital Marketing Manager

2021-2023

#### Defthedge

*Boost visibility, engagement, and traffic through optimized digital strategies (SEO/SEA).*

- Gained over 30,000 new users in 1.5 years, with 45% coming from organic SEO.
- Optimized SEA campaigns with a €3,000 budget, generating 2,408 clicks at an average cost of €1 per click.
- Created SEO-optimized multichannel content, increasing organic traffic by 30%.

### Web Development Manager

2020-2021

#### Capital Expertise Comptable

*Develop multichannel web marketing strategies to improve the online presence of different company divisions.*

- Increased online visibility through optimized SEO campaigns with Yooda Insight and Google Analytics, driving up organic traffic.
- Implemented a visual communication plan, improving the brand's digital image and visual consistency across sites.
- Enhanced web performance with effective maintenance of WordPress sites, improving user experience and increasing traffic.

## Soft / Hard Skills

Data Analysis and SEO  
Content Creation Across Channels  
Website Development  
Email Marketing  
Client Relationship Management  
Web Project Management  
Digital Strategy

Adaptability  
Communication  
Empathy  
Team Spirit  
Leadership  
Problem-Solving  
Rigor

## Education ( Bac +5)

### Institut de l'Internet et du Multimédia

Dual Master's Degree in Digital Transformation Management  
2021 - 2023

### IUT Paris 8

Bachelor's Degree in E-Commerce and Digital Marketing  
2020 - 2021

### Pôle Supérieur Montalembert

Higher National Diploma in International Business  
2018 - 2020

## Interests

Music (piano), Reading, Sports, Travel

## Languages

French (Bilingual)  
English (Fluent)  
German (Intermediate)