

Larry Lessman

Web Account Manager

📍 Jerusalem
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EXPERIENCES

2016 - 2016

Solead Agency (web agency - soleadagency.com) Paris, France

Web Account Manager

- Daily management e-commerce website (Prestashop)
- Management and update of product catalog
- Email campaigns creation and management
- Functional evolutions
- Continuous optimization of website and user experience
- Management of communication actions (emailing, adwords, seo, Facebook...)
- Tracking orders and end customers
- Analyzing performance and setting up reporting
- Customer Management

IT : Emailings (HTML, CSS), Photoshop, Analytics
CMS : Prestashop

2013 - 2015

Banque de France (Bank - communication head-office) Paris, France

Web project manager assistant

- Management and daily update of websites (CMS Typo3)
- Renew of 4 websites of Banque de France
- Implementation of iOS application redesign project

IT : HTML, CSS
CMS : Typo3

2012 - 2013

Fondation Casip-Cojasor (Fundation - head-office) Paris, France

IT Project manager

- Installation project of the optical fiber at the head office
- Restructuring of the IT department (100 desks)
- Maintenance and modernization of the IT infrastructure

2012 - 2012

MadMedia (web agency - madmedia.fr) Paris, France

Web developer

- Creating emailings for a promotional campaign for Bridelight
- Creation of a website for architects
- Audit of the Domino's Pizza intranet site and performance tests

IT : Emailings (HTML, CSS)

EXPERTISE

IT

HTML / Prestashop / Emailing / Team management
CSS / Photoshop / Analytics

Personnal

Involved / Curious / Team Spirit / Curious
Persevering / Disciplined / Customer Relationship

Language

French **MOTHER TONGUE** Hebrew **INTERMEDIATE**
English **GOOD LEVEL**

FORMATIONS

2013 - 2015

MA Engineering of Web and e-business
École Supérieure de Génie Informatique (Paris, France)

2012 - 2013

BA Web management and programmation
École Supérieure de Génie Informatique (Paris, France)

2010 - 2012

2 years diploma Computer programmation
Ecole Nationale de Commerce (Paris, France)