Mathis Bricourt `SEO / SEA`

Dynamic and results-driven professional with qualifications in SEO/SEA and digital marketing. Recently returned from a Working Holiday Visa (WHV) in New Zealand, which allowed for both personal growth and international professional experience. During this time, I also worked as a freelance digital marketer, managing SEO and content strategy projects remotely for various clients. This recent freelance work, both in France and abroad, complements my solid background in digital performance and search engine optimization.

Age	Nationality	Languages
24 years	French	English : Fluent Spanish : correct

Driver license	Adress
Class 1	Vannes, 56000

E-mail	Phone
webtech.mathis@gmail.com	+33 770178933

Skills

- Microsoft Powersuit
- Wordpress / Shopify / prestashop / wix
- SEO / SXO (UX optimization)
- SEA
- Social Media animation and ADS (SMO)
- Adobe powersuit (Photoshop / Illustrator)
- Digital project management

Toolbox SEO

- SemRush
- ScreamingFrog
- GA4 / Search console
- Google Ads
- Majestic/ Moz/ Ahref
- Google's extensions
- NeilPatel
- YourTextGuru
- Looker Studio
- Ranxplorer
- Alsoasked
- ChatGPT

Professional experiences

Cdiscount *SEO executive* — Bordeaux, France

Sept 2021 ⟶ Sept 2023

In charge of overseeing a pool of 5 stores, tracking seasonal trends, editorial content, co-managing the site's netlinking, and providing SEO training for new team members.

Conduct SEO audits by category, optimize content, improve product rankings, or create missing content if allowed by the catalog offer.

Identify seasonal trends (e.g., hand-spinners), create and index content. Place monthly orders for optimized content and upload it to the corresponding pages.

Manage netlinking through providers, conduct audits by store, category, and top seller.

Provide SEO training for new team members to enhance communication between the purchasing and marketing teams.

Incomm agency *SEA & SEO executive* — Artigues, Bordeaux

Sept 2020 ⟶ Sept 2021

Managed a portfolio of 120 clients, focusing on SEO, SEA, and Netlinking.

Assisted in the creation of websites and development of SEO strategies, overseeing implementation.

Implemented and managed ADS campaigns (average daily budget of €20).

Provided support and KPI reporting, liaising with clients regarding SEO & SEA campaigns.

Yodaz agency *SEO executive* — Full remote

April 2020 ⟶ June 2020

Responsible for an MFA (Made for Amazon) affiliate site, focusing on internal linking optimization, blog article creation, page and affiliate content creation, and netlinking optimization.

Conducted test and learn activities in Black hat SEO, including spinning, cloaking, Private Blog Network (PBN) setup, and bulk content generation.

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Professional experiences

6XPOS *Marketing assistant*   Full remote

April 2020 ⟶ June 2020

Responsible for the SEO and traffic generation of the website (cash register software and point of sale machine).

Created optimized editorial content for SEO, as well as visual content (images, photos, and animations).

Managed social media activities (posts and contests), led influencer campaigns, and reported on KPIs

Others *Summer jobs*   Full remote

April 2018 ⟶ April 2020

2-month experience in wine logistics (packing and aging cellar) at Château Cantemerle in Médoc, France.

Commercial worker at Auchan, responsible for stocking, inventory management, and customer service

Degrees

Master's degree in Digital strategy   Bordeaux, France
Ecole supérieur du Digital

2021 ⟶ 2023

Bachelor's Degree Digital Project Manager   Bordeaux, France
Web International School

2018 ⟶ 2021