Mayolie Coulibaly

PRODUCT MANAGER

Contact details

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Tools and languages used

JIRA, Confluence, Kameleoon,
AB Tasty, AT Internet, Google Analytics,
Data Studio, Content Square, Tag
commander, Eulerian,

Javascript, HTML, CSS, JAVA, C, SQL, PHP,
Python

French as a first language
Fluent English | TOEIC : 925
Intermediate Spanish

Trainings and certifications

Google Tag Manager, AB Tasty
Indivual Qualification Exam, Content
square's certification

Personal profile

I am a digital analyst specialized in data collection and a/b testing. Data-driven, I use data to make the best possible decisions on a daily basis.

Main competences

- Digital projects management involving different technical teams
- Integration of A/Btests, MVT and personalizations
- Customer journey analysis
- Quality testing and reporting
- Use of agile methodology

Work experience

DIGITAL ANALYST - TRACKING & CRO

La Française des Jeux (Apprenticeship & permanent contract)
September 2019 to present

- Responsible for a/b testing on the fdj.fr website and the FDJ mobile application
- Analysis of results and buying behavior through different analytical approaches (AT Internet, My feel back, internal reporting)
- Management of Martech and Adtech tools: Kameleoon, AT Internet, Eulerian and Tag Commander

E-MECHANDISER

Pierre et Vacances Center Parcs (Apprenticeship)
September 2018 -August 2019

- In charge of the a/b testing for the Centerparcs.fr website
- E-merchandising : Control of the reliability and the quality of the information integrated on the website
- Creation of specific landing pages adapted to the traffic sources

WEB DEVELOPER

Groupama (Alpprenticeship)
September 2017 -August 2018

- Maintenance of Groupama.fr
- Programming:JAVA,JSP,JavaScript, CSS, HTML, Liferay
- Validation phase and non-regression tests

Academic career

GRENOBLE ÉCOLE DE MANAGEMENT

Master's degree in Information Systems and Digital Management - 2019 to 2021

EFREI

Partnership with Evry University

E-commerce and digital marketing professional degree - 2018 to 2019

INSTITUT UNIVERSITAIRE D'ORSAY

Paris 11 University

TECHNICAL UNIVERSITY DIPLOMA in Computer Science - 2016 to 2018