

Maxime Yahouedeou

www.maxime-yahouedeou.com

7 rue Messidor • Vaureal, 95490 • FRANCE

yahouedeou.maxime@gmail.com

Tel : +33 6 09 72 93 52

27 years old • Driving licence B (EU)

Soft skills:

- Rigorous and multi-skilled
- Creative thinking & thriving on acquiring new knowledge
- Rapid adaptation in a new environment

Digital Product Manager



WORKING EXPERIENCE

Project Leader • **DREPANON LIMITED**, Hong Kong • 2016-Present

Founder of a company focused on IT projects, E-commerce and online marketing.

Algorithmic trading software: Hydra®

- Creation of algorithmic trading bots for cryptocurrency market.
- Data Visualisation and Business intelligence analysis.
- Programming languages used: Python, SQL, HTML, Javascript.
↳ **50K+ Trades on a monthly basis**

HealthCare management software: Metchnikoff®

- Creation of an ERP tool aiming to reduce manual administrative tasks.
- Data Analysis, database management and creation of IT architecture.
- Programming languages used: Python, SQL, HTML, Javascript.
↳ **Database of 23K+ Medical Reports**

Fashion E-commerce store: LeKoala.fr

- Business creation and growth acquisition.
- Branding and online marketing management.
- Conception of the supply chain strategy.
- Conception and management of the customer service strategy.
↳ **19K+ Customers || 30K+ online community**

Product Manager • **ROCKET INTERNET**, Munich • 2015 (7 months)

Assigned Project: Cuponation. Largest Couponing website.

Leading conception, production and execution of web projects:

- Gathering of business requirements.
- Creation of functional and technical specifications.
- Improvement of the UX Design, conversion rate, SEO.
- Team management of 11 Developers and Designer (Munich, India & Macedonia)
- Creation of digital competitive intelligence reports and strategic recommendation.

Project Manager • **PUBLICIS K1**, Paris • 2013 (6 months)

Assigned Project: CRM dedicated for Mondelēz, Unilever and Danone group

Managing Web & Mobile projects:

- Creation of technical and functional specifications.
- Prototyping: Creation of wireframes and user flows.
- Team Management of Developers and Designers (Paris, Romania & Mauritius).
- Design and proposal of functional recommendations.



EDUCATION

Digital Communication Management (Master's Degree)

Institute of Internet and Multimedia, Paris • 2015

Digital strategy, Digital communication, E-business, Project management, Web-Dev & Design.

Peoples' Friendship University of Russia, Moscow &

Kazan Federal University, Kazan • 2017 - 2019

Russian as Foreign language (Intensive) — Post Graduate

Laurea University, Helsinki • 2013 (6 month)

Erasmus exchange program: Semester in Business Management.

DIGITAL STRATEGY



- Data Analysis & Data Visualisation
- Market Research & Benchmarking
- Competitive intelligence analysis
- Growth Hacking strategy
- Social media strategy
- Customer Relationship strategy

MANAGEMENT/BUSINESS



- Agile project management & Scrum
- Sprint planning, Product prioritization and Roadmap
- Business requirement gathering
- Technical and functional specifications
- Business modelling
- Productivity enhancement
- Working processes enhancement

DEVELOPMENT



- Python
- SQL
- Linux
- Javascript & jQuery
- HTML5 & CSS3

DESIGN



- Product Design
- Web Design
- UX Design & UI Design

SOFTWARE SKILLS



- Sketch 3 & Pack Adobe
- iWork & Microsoft Office

LANGUAGES



- **French:** Mother Tongue
- **English:** Full professional proficiency (TOIEC 850)
- **Russian:** Intermediate professional proficiency

INTERESTS



- Art Screen Printing
- Photography