



# Louis-Pierre Chevalier

## DIGITAL PROJECT MANAGER & MARKETING OPERATIONS

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linkedin.com/in/louispierre-chevalier, Full driving licence and own vehicle

Mobility: Angers and Nantes, Full remote work preferred

## PROFILE

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Digital Project Manager with a strong Marketing Operations focus and over six years of experience managing web projects, CRM/email campaigns, SEO, content, analytics and stakeholder coordination. My background combines operational marketing, WordPress projects, customer relations, EdTech ERP systems and entrepreneurship. I am able to clarify needs, structure action plans, coordinate stakeholders, deliver cleanly and measure results.

## KEY SKILLS

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**Marketing Operations & Digital:** WordPress, SEO, email campaigns, content, customer journeys, acquisition, conversion, retention, GA4, Search Console, Looker Studio and reporting.

**Project Management:** project scoping, requirements gathering, planning, backlog management, Jira, Gantt charts, WIP and remaining-work tracking, stakeholder coordination, user acceptance testing, delivery, meeting minutes and continuous improvement.

**CRM, Email & Customer Relations:** segmentation, Brevo campaigns, performance monitoring, customer experience, coordination with business teams, IT departments, product teams, support teams and developers.

**Generative AI & Automation:** prompt design, workflows and assistants for research, analysis, documentation, content creation and process improvement.

## PROFESSIONAL EXPERIENCE

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### Functional Project Manager, Alcuin Software

Angers | February 2026 - July 2026

- Coordinated functional projects for an EdTech ERP used by schools and companies, working with IT departments, information systems teams, business teams, product, support and developers.
- Managed the integration project for a new ERP version, from planning to delivery, using Jira and Excel. Coordinated product, development, support and maintenance teams.
- Prepared project steering committees, wrote meeting minutes, release notes, user acceptance test reports and delivery documents. Updated WIP, Gantt and remaining-work tracking tools.

### Digital Project Manager, Marketing Operations & E-commerce, LapiMauges, family business

Beaupréau-en-Mauges | March 2020 - Present | Side activity

- Managed the WordPress website and direct online sales: customer journey, content, SEO, responsive display, ergonomics and back-office.
- Designed Brevo campaigns: segmentation, editorial calendar, content, testing and performance monitoring.
- Between 2023 and 2025: +225% in online revenue and orders increased from 42 to 194, a 4.6x increase.
- Monitored performance using commercial, marketing and web data: GA4, Search Console, Looker Studio and Excel.

### Independent Consultant in Digital Projects & Marketing, louispierre.fr

Angers | September 2019 - July 2025

- Supported 6 small and medium-sized businesses on visibility, marketing and digital improvement challenges.
- Managed five web projects end to end, from scoping to launch and performance monitoring.
- Designed and optimised WordPress websites: structure, user experience, content, SEO, email campaigns, dashboards and Notion-based organisation.

## ADDITIONAL EXPERIENCE

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**Carmino France:** Founder and Brand Project Manager, 2024 - 2025. Positioning, offer design, customer experience, launch strategy, content and coordination of artisans and suppliers.

**Riders Match:** Web Editorial Manager, 2018 - 2023. Editorial strategy, web writing, contributor coordination and content aimed at communities of over 260,000 Facebook followers.

## TOOLS, EDUCATION & CERTIFICATIONS

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**Tools:** WordPress, Brevo, GA4, Search Console, Looker Studio, Excel, Jira, Confluence, PowerPoint, Notion, ChatGPT, OpenAI Codex, NotebookLM, Gemini and Claude Code.

**Education:** MBA in Management, Business and Entrepreneurship, MBway Angers, 2023. Bachelor's Degree in International Business Development, ESPL Angers, 2018. BTS in Accounting and Business Administration, Sainte-Marie Cholet, 2016.

**Certifications:** HubSpot Inbound Marketing, Google Digital Marketing, PMI Agile and Predictive, Scrum Fundamentals.

**Languages:** French native, English C1, Spanish B2 and Italian A2.