

Mathieu RELLA

ASSISTANT PRODUCT MANAGER · COMPUTER SCIENCE AND DATA ANALYTICS MAJOR

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About Me

Analytics SQL · Excel/VBA · Tableau · AppScript

Web/Media Django · Ruby On Rails · Python · HTML/CSS/Javascript · Photoshop · Premiere Pro

Experiences

Blueprint Web - Digital Marketing Agency

Paris, France

FOUNDER

Oct. 2016 - PRESENT

- Optimization of emailing campaign which made it possible to increase by 700% an email database.
- Development of cross-channel advertising campaigns exceeding the initial ROI objectives by up to 15%.
- Launch of a dropshipping business that generated € 80k in sales in 5 months.

Publicis Media

Paris, France

CAMPAIGN MANAGER - STARCOM PROGRAMMATICAL TEAM

Jan. 2017 - Aug. 2017

- Managing the implementation, tracking and measurement of campaigns for SAMSUNG, P&G, COCA - COLA ...
- Making of regular reports of campaign results, including web analysis and KPIs evaluation
- Collection and use of data to better promote new campaigns and evaluate the performance of existing campaigns

Automating URL encoding and URL shortener from an half a day task to a few seconds task

CESM - STRATEGIC STUDY CENTER OF THE FRENCH NAVY

Paris, France

SOFTWARE ENGINEER - OPERATING SYSTEM TEAM

Jan. 2016 - Aug. 2016

- Working with Multilayer Map containing Strategic Data on the environment, Infrastructure wich allow a broad choice of action to take depending on the situation .
- Making of a Naval Simulator for training freshman Student at CESM to handle several type of crisis situation

15% more success in the exam the year following the implementation of the simulator

Project

Loc my Pop Up

- The Airbnb for PopUp Store rental
- Tech Used : Ruby on Rails for the Website and React Native for the Mobile Application

Vélib - Bike Fleet Managing System

- Bike Fleet Managing System to allowing cyclists to find bicycles available near their homes and drop them at free slots in real time in Paris using Apache - Kafka

Hommeals

- Food delivery system
- Tech Used : Python and django for the restaurants Web Application, Java (Android) and Swift (IOS) for the customer mobile application

MIDI Controller

- Making of a MIDI controller similar to a Launchpad using Arduino and Open Sources Projects to create Musical Mashup

Education

Léonard de Vinci University

Paris, France

DOUBLE DEGREE IN COMPUTER SCIENCE AND DATA ANALYTICS

Sep. 2015 - PRESENT