

# Bastien Legay

Digital producer

28 years old - bastien.legay@gmail.com

www.bastienlegay.fr



## Objective

After **6 years in Paris and different experiences in digital or communication agencies**, I decided 2 years ago to move to Australia. To realize an old dream and beyond that to give an international impulse to my career.

**I have been working for the last 18 months** in a digital agency in Sydney.

## Key information

- Current experience managing digital projects in Sydney
- Knowledge of all the steps of a digital project: I'm able to sell, design and manage a digital project.
- Budgets managed: 10k\$ to 600k\$.
- Graduated «Expert in engineering and management of digital communication» after 3 years in the school HETIC (Best digital school in France, Le figaro ranking 2013).

## Recommendations (available on LinkedIn)

*«Bastien is an organised, rigorous, but also passionate project manager. We worked together on a project in New York where the team was 100% American, he was able to adapt very quickly and showed on several occasions that he was a great team player.»*

**Magali Bourcy** - Client Partner at Dog Digital

*«It was a pleasure to work in the same group as Bastien, and to meet on digital projects we've shared, essentially on the Chinese market and for premium brands. He is not only reliable on his management, keeping planning and budget with consistency...»*

**Yann Jaussaud** - General Manager at Mazarine Asia Pacific

## Experiences

PERMISSION

### Digital producer

Digital agency based in Sydney - July 2014 to present (1 year and 6 months)

#### Responsibilities

Pre-sales activities  
- Involvement in the requests for proposals

Conception  
- Involvement in conception (User journey definition, Wireframing...)

Production management

#### Some projects

Convoy: Conception and involvement in the project management of 6 eCommerce websites (Brands: Monster, SOL REPUBLIC, Happy plugs, Harman Kardon, JBL, B&W).  
www.solrepublicaustralia.com.au

Hannover Fairs: Conception and production management of 4 event websites  
www.cebit.com.au / www.cemat.com.au / www.afacconference.com.au / www.govinnovate.com.au

Permission: Rework of the digital project process

Emailing campaigns: Shoes & Sox, NBN Co, Gloria Jean's Coffee

#### Other missions

- Bank of Sydney: Recommendations for the redesign of the website www.banksyd.com.au
- KVB Institute of Design: Recommendations for the redesign of the website www.karlvonbusse.com

Websites . Studies . eMailing . Project management . Consulting . Conception

REFLEX PARIS

## Digital project manager

Communication agency based in Paris - April 2011 to December 2012 (1 year and 8 months)

### Responsibilities

- Pre-sales activities
  - Manage requests for proposals
- Conception
  - Involvement in conception (User journey definition, Wireframing...)
- Project management
  - Planning and overall projects follow-up

### Some projects

Chloé (Richemont): Coordination of studies / recommandations about social networks and bloggers in the following countries: France, UK, China and Japan. Work with Reflex Shanghai and freelance consultants.

Domaine Clarence Dillon (Château Haut-Brion): Websites optimization and animation, organization of a shooting for new wines, coordination of a study for the brand deployment on Chinese social networks.

### Other missions

- Parker / Waterman: Websites optimization and animation.
- Options: Redesign of [www.options.fr](http://www.options.fr).
- Validas: Website creation (Work for Reflex New York).
- Chantelle: Reworking of the multi-market back-end of [www.chantelle.com](http://www.chantelle.com)

Websites . Mobile applications . Studies . Luxury . Project management . Consulting . Conception  
Pre sales . Shanghai . New York

### You can contact

Luc Besnier  
Reflexgroup.com  
+1 212 xxx xxxx  
xxx

Yann Hirsch  
Marketing director  
+33 6 xx xx xx xx  
xxx

Rémi Sala  
Production director  
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xxx

Contact me for the details of my references

SQLI AGENCY

## Digital consultant

Web agency based in Paris - June 2010 to April 2011 (10 months)

### Responsibilities

- Consulting
  - Writing of studies / recommendations
- Conception
  - Websites conception (Wireframing...)
- Project management
  - Planning and overall projects follow-up

### Some projects

Janssen Cilag: Conception and project management of a new intranet for Janssen Cilag's communication team. Constraints of conception: Using Sharepoint for the technical part.

AFD (French Development Agency): Conception (animation of workshops and brainstorming, wireframes) of the new intranet of AFD. Constraints of conception: Using Liferay portal for the technical part.

### Other missions

- Volkswagen: Recommendations for the creation of a new intranet.
- Hutchinson: Redesign of an the intranet.
- Le Parisien: Study to optimize [www.leparisien.fr](http://www.leparisien.fr)
- Société générale: Writing of a study on best practices on social networks for banks and insurances.

Intranet . Studies . Industry . Project management . Internal social networks . Consulting . Conception  
Collaborative platform

### You can contact

Christophe Gazeau  
Contact me for the details of my references  
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SQLI AGENCY

## Account manager

Web agency based in Paris suburb - September 2009 to June 2010 (9 months)

### Responsibilities

- Pre-sales activities
  - Prospecting
  - Manage requests for proposals
- Conception
  - Involvement in conception
- After sales monitoring

### Main clients

AXA, BNP Paribas, ACM Vie, Apria RSA, Société générale

### Some projects

- AXA: Sale of a new intranet dedicated to a rewards program.
- AXA Santé: Sale of a reworking of www.axasante.fr. Community Website about health. Support for 1 year (Sale of training, optimizations, new features).
- ACMN Vie: Sale of an usability report for an business application.
- Apria RSA: Sale of a reworking of www.ramgamex.fr and www.apriarsa.fr.
- BNP Paribas: Conception of a 360 sponsorship for the BNP Paribas Masters event.

Websites . Intranet . Mobile applications . Studies . Banks / Insurances . Pre sales . Consulting  
Conception

### You can contact

Gael Muller

Associate Director Marketing & New Business

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Contact me for the details of my references

ORANGE  
BUSINESS SERVICES

## Assistant product manager

Telecommunication company based in Paris - June 2007 to September 2007 (3 months)

### Responsibilities

- Prototyping
- Project management

I worked on various projects to optimize business customers online experience, mostly to simplify how to manage different phone line.

- Enhance the ergonomic of existing web applications.
- Prototyping of web applications (Graphic designs > HTML/JS prototype).
- Control of web applications developments.

### You can contact

Lahoucine Hannan

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SYNERG'HETIC

## Sales manager

HETIC's Junior enterprise based in Paris - June 2007 to June 2008 (1 year)

### Responsibilities

- Pre-sales activities
  - Prospecting
  - Manage requests for proposals
- After sales monitoring

A junior enterprise is a non-profit organization entirely managed by students. We were 8 peoples who were working on this project.

Ours objectives were to increase the brand awareness of this enterprise in France, to give always more projects to our classmates and to sell projects for well known brands.

Turnover: 160k\$

**Some clients:** Le Figaro, Decathlon, Publicis modem, Minister of environment, Alstom

## Education

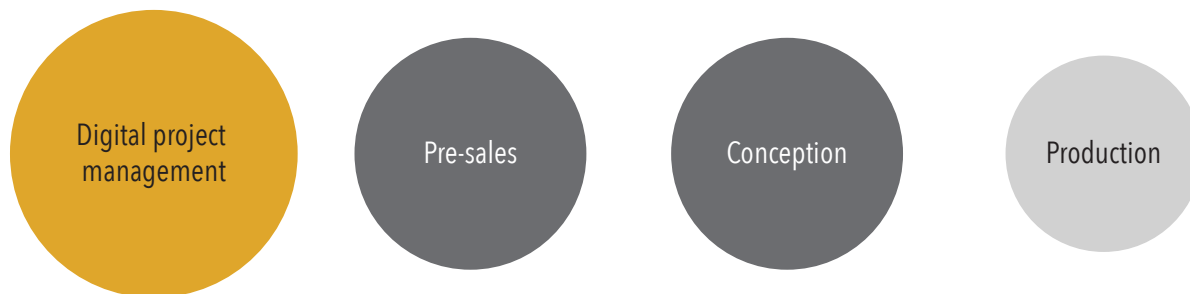
HETIC (ECE Group) - 2006 / 2009

Master degree (3 years) - Diploma in engineering and management of digital communication

DUT Communication networks and managed services - 2003 / 2005

University diploma (2 years)

## Skills



### Pre-sales

- Prospecting
- Management of pre-sales
- Budgeting
- Presentation
- Negotiation

### Softwares & tools

- Omnigraffle, Axure,
- MS Project, Redmine,
- Pack Adobe, Office,
- Smartfocus, Silverpop,
- MailChimp, Campaign Monitor

### Conception

- Workshop & brainstorming
- Dynamic wireframes
- Information architectures
- User journey definition
- Functionnal specifications writing

### Programming

- XHTML/CSS
- Java Script (jQuery)
- PHP
- CMS:
  - Wordpress,
  - CMS Made Simple

### Project management

- Needs expression & definition
- Team management
- Partners coordination
- Reporting, planification
- Budget follow-up

### Languages

- French: mother tongue
- English: fluent (IELTS: 7.5)
- Spanish: basic

## Hobbies

Soccer, squash, running, tennis, read books, web development, TV series, community management