



# Ralph Ward

## // Contact

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## // Experience

### Holiday Pirates

Jul 2018 - Today

#### Product Manager - Berlin, Germany

- Managing product roadmap and defining requirements for white labels
- Product backlog prioritisation
- Defects and tasks management through JIRA following Agile methodologies
- Effective communication with all stakeholders

Special: Assisted with the restructuring of the Product/IT department

### Visual Meta

Jul 2017 - Jun 2018

#### Affiliate Marketing Manager - Berlin, Germany

- Publisher prospection & negotiation and landing page optimization
- Affiliate networks management (TradeTracker, Affilinet)
- Ad media improvements (banners, product feeds, widgets)
- Tag management and channel attribution debugging

Special: Create an investment model and KPI dashboard for the whole company

### Visual Meta

Dec 2015 - Jun 2017

#### Quality Manager - Berlin, Germany

- Data integration of +30M products from shop feeds
- Develop backend and frontend category structures
- Optimize data samples for product classification (supervised machine learning)
- Assist long-tail SEO strategy by creating unique landing pages

Special: Assist with the transition to a new Business Intelligence tool

### BIME by Zendesk

Oct 2013 - Sep 2015

#### Webmarketing Manager - Montpellier, France

- Create blog posts and landing pages (with A/B testing)
- Manage Adwords and retargeting campaigns
- Send monthly newsletters and promotional emails
- Increase backlinks

Special: Automate and schedule all social media activity, creating a Twitter bot

### RW Informatique

Apr 2013 - Aug 2015

#### Freelance SEM consultant - France

- SEO: Website creation & basic on-site SEO training
- SEA: Emailing, landing pages with call-to-actions
- SMO: BtoC social media (Facebook, Twitter, Instagram)

## // Education

### Web Project Management - MSc

IAE de Montpellier - 2014 - 2015

### IT Management - MSc

IAE de Montpellier - 2013 - 2014

### Economics and Management - BSc

Université de Haute Alsace - 2012 - 2013

### Business and Administration Management - Associate degree

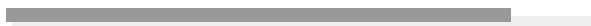
IUT de Mulhouse - 2010 - 2012

## // Skills

**Analytics** (Google Analytics, Business Intelligence)



**Productivity** (G suite, MS Suite)



**SEO/SEA** (social media, Google Ads, HTML)



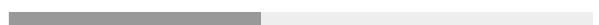
**English** (native speaker)



**French** (native speaker)



**German** (B1 level)



## // Hobbies

Sports (semi-pro road cyclist & calisthenics), Travelling, Singing, "Hacking" (technology hacking as well as life hacking), Dropshipping business