

Maxime Yahouedeou

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Currently based in: Montreal, Canada

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Born in 1992, Paris.

Soft skills:

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

Digital Product Manager



WORKING EXPERIENCE

Product Manager • NOLK, Montreal • 2020-Present

Assigned Projects: GeniusWire – Browse quality e-commerce brands.

Nolk Ops – Building internal apps to improve & scale eCommerce operations.

- Team lead, stakeholder management & culture building.
- Product conception, product design & product development.
- Working processes implementation & cycle management.

Project Leader • DREPANON LIMITED, Hong Kong • 2016-2020

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.
- **HealthCare management software: Metchnikoff®**
 - Creation of an ERP tool aiming to reduce manual administrative tasks.
 - Data Analysis, database management and creation of IT architecture.
- **Fashion E-commerce store: LeKoala.fr**
 - Business creation and growth acquisition.
 - Branding, online marketing management, supply chain strategy.

Product Manager • ROCKET INTERNET, Munich • 2015

Assigned Project: Cuponation. Largest Couponing website.

Leading conception, production and execution of web projects:

- Gathering of business requirements & creation of 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

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 • Entrepreneurship

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



- Figma, Sketch & Pack Adobe
- iWork & Microsoft Office

LANGUAGES



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

INTERESTS



- Art Screen Printing
- Photography