

ROMAIN VERBRUGGHE

DIGITAL PROJECT MANAGER | WEB PROJECT MANAGER

CONTACT

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Lille → Toronto (sept 2026)

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<https://cv.romain-verbrugghe.fr/>

VISA STATUS

IEC / PVT Canada Available from September 2026

TECHNICAL SKILLS

Product & Agile

- Product Owner
- Backlog Management, User Stories,
- Scrum / Agile
- Figma
- Jira

Web & CMS

- HTML / CSS / JavaScript / API
- CMS (Jahia, Webflow, WordPress, Magento)
- SEO Optimization
- Web Performance
- Accessibility
- AI : Claude Code, AI studio, Gemini, N8N

Analytics & Tools

- Google Analytics
- ContentSquare
- Eulerian
- Adobe
- Slack / Teams / Zoom

Soft Skills

- Team Collaboration
- Leadership
- Proactive Problem-Solving
- Active Listening
- Adaptability



PROFESSIONAL SUMMARY

Webmaster and Web Manager with 3+ years of experience managing and optimizing high-traffic websites in cross-functional environments. Proven ability to handle full website lifecycles – from redesign and content management to SEO, performance optimization, and UX improvement. Hands-on expertise in CMS platforms (Jahia, Webflow), web analytics (Google Analytics, ContentSquare, Hotjar), HTML/CSS/JS, and Agile collaboration. Bilingual French/English. Authorized to work in Canada (IEC - PVT, September 2026).



EXPERIENCE

Webmaster – Alternance (Co-op)

2024 - sept 2026

Sofinco - CA Consumer Finance - (Groupe Crédit Agricole) · Roubaix, France

- Managed and maintained Sofinco.fr – a financial services website with 4 000 000+ annual visitors – collaborating daily with development teams (CMS Jahia, HTML, CSS, JavaScript)
- Led the full website redesign of Sofinco.fr: end-to-end content overhaul, SEO optimization, design refresh, and continuous quality monitoring
- Coordinated cross-functional teams (Marketing, IT, Content, UX/UI) to align website evolutions with business objectives
- Performed web analytics and page audits using Google Analytics, ContentSquare, and Eulerian to drive data-based decisions and improve KPIs
- Integrated and optimized content (text, images, videos, Lottie animations); improved loading speed and responsive design
- Conducted technical testing, debugging, and performance optimization across the platform

Web Designer & Project Manager – Alternance (Co-op)

2022 - 2024

WaterRower · Tourcoing, France

- Managed and enhanced waterrower.fr end-to-end: technical quality, content relevance, UX improvements and responsive optimization
- Created and launched yafit-studios.com from scratch: scoping, wireframes, Figma mockups, Webflow development, and UX design
- Built product and e-commerce store pages on Magento, improving user experience and conversion rate
- Monitored and optimized pages continuously using Google Analytics and Hotjar to identify and act on improvement areas with 6000 000+ annual visitors
- Gathered user needs and led planning meetings to define website objectives and roadmap

Field Hockey Referee & Coach

2020 - 2026

Fédération Française de Hockey · France & Lille Hockey Club

- Coached U6-U12 categories; DF2 Diploma in progress; certified referee for Elite Feminine and Nationale 1 Masculine leagues
- Developed leadership, team management and high-pressure communication skills

FORMATION



Master's Degree - Marketing & Digital Communication

Bachelor's - Marketing & Communication Digitale

Efficom Lille, France - 2021 - 2026

BAC Pro Commerce

Notre Dame du Sacré-Cœur - Loos, France - 2017 - 2020

LANGUAGES

- French : Native
- English : Professional – B2
- Spanish : Elementary