ROMAIN VERBRUGGHE

Webmaster / Digital Project Manager | Web Analytics & SEO/GEO | Front-End & CMS Specialist

Toronto, ON • +33 6 26 55 53 25 • romain.verbru@gmail.com
linkedin.com/in/romainv-digital-project-manager • Portfolio: cv.romain-verbrugghe.fr
Work Authorization: IEC / PVT Working Holiday Permit — Authorized to work in Canada (available from September 25, 2026)

PROFESSIONAL SUMMARY

Webmaster with 3+ years building, maintaining, and optimizing high-traffic websites end-to-end. Hands-on with HTML, CSS, and JavaScript and with multiple CMS platforms (WordPress, Webflow, Magento, Jahia). Strong across the full web lifecycle: content management, technical SEO and GEO (Generative Engine Optimization for AI search), web performance and Core Web Vitals, accessibility, QA and cross-browser testing, web analytics, and AI-driven workflow automation. Experienced working in Agile teams and translating Figma designs into live pages. French native, professional English.

TECHNICAL SKILLS

Web Development: HTML5, CSS3, JavaScript, REST APIs, responsive design, cross-browser compatibility, front-end integration

CMS: WordPress, Webflow, Magento, Jahia — content management, page building, templating, publishing

SEO, GEO & Performance: Technical SEO, on-page SEO, GEO (Generative Engine Optimization / AI search visibility — ChatGPT, Gemini, Google AI Overviews), page speed optimization, Core Web Vitals, Lighthouse

Web Analytics: Google Analytics (GA4), ContentSquare, Hotjar, Eulerian, funnels, heatmaps, A/B testing, conversion optimization

QA & Testing: Cross-browser QA, debugging, device/responsive testing, bug tracking, quality assurance

Automation & AI: N8N and Make workflow automation, automated reporting, AI content workflows, Claude Code, Google AI Studio, Gemini

Design & Prototyping: Figma, Adobe, wireframing, prototyping, UX/UI collaboration

Project & Collaboration: Jira, Agile / Scrum, Slack, Zoom, Microsoft 365, Google Workspace

Accessibility: WCAG guidelines, accessible web content

PROFESSIONAL EXPERIENCE

Webmaster / Product Owner — Sofinco 2024 – Sept 2026

CA Consumer Finance (Groupe Crédit Agricole) • Roubaix, France

- Managed and maintained Sofinco.fr, a high-traffic B2C financial platform (15M+ annual visitors): handled daily content updates, page creation, and site consistency across 600+ pages in the Jahia CMS.
- Led the full website redesign end-to-end — content overhaul across 600+ pages, information architecture, SEO optimization, and design refresh — driving +30% organic traffic and −18% bounce rate within 6 months.
- Built and optimized web pages with HTML/CSS, integrating text, images, video, and Lottie animations; reduced average page load time from 4.2s to 2.1s (−50%) and raised the mobile Core Web Vitals score from 65 to 92.
- Performed ongoing QA and quality assurance: 200+ technical tests, debugging sessions, and cross-browser audits across 10+ device types to guarantee stability and responsiveness.
- Analyzed 500K+ monthly sessions with Google Analytics, ContentSquare, and Eulerian (funnels, heatmaps, multi-touch attribution); identified 15+ friction points and improved conversion rate by +22%.
- Implemented GEO (Generative Engine Optimization) and AI-assisted content workflows to grow visibility in AI-driven search (ChatGPT, Gemini, Google AI Overviews) and accelerate content production.
- Automated recurring reporting and content workflows with N8N and Make (plus AI-assisted processes) to save time and reduce manual errors.
- Designed 20+ wireframes and prototypes in Figma to validate UX before development.
- Coordinated 4 cross-functional teams (Marketing, IT, Content, UX/UI) in Agile/Scrum: managed the Jira backlog, wrote 50+ user stories, ran bi-weekly sprints, and delivered 12 major releases on time.

Web Designer & Developer — WaterRower 2022 – 2024

Tourcoing, France

- Learned and applied HTML, CSS, and JavaScript to build, customize, and maintain web pages — gaining hands-on front-end development experience.

- Managed and enhanced waterrower.fr end-to-end for a premium fitness brand: improved page speed by 35%, restructured navigation (−20% user drop-off), and ensured responsive optimization across all devices.
- Built and managed 30+ product and e-commerce pages on the Magento CMS, running A/B tests that increased add-to-cart rate by 15% and average order value by 12%.
- Designed and launched yafit-studios.com from scratch on Webflow: scoping workshops, user stories, wireframes and mockups in Figma — live in 8 weeks with 5K+ visits in the first month.
- Monitored 600K+ annual sessions with Google Analytics and Hotjar; delivered monthly performance reports and actionable recommendations to stakeholders.
- Gathered requirements through 10+ stakeholder interviews and defined the website roadmap and quarterly OKRs.

Field Hockey Referee & Coach — French Field Hockey Federation 2020 – 2026
France & Lille Hockey Club

- Certified referee officiating at the highest French national levels (Elite Féminine & Nationale 1 Masculine) and at international Junior Nations Cup tournaments.
- Coach holding 2 official coaching diplomas; coached players across all age groups and levels (from U6–U12 to senior categories).
- Developed leadership, team management, decision-making, and high-pressure communication skills.

EDUCATION

Master's Degree — Marketing & Digital Communication — Efficom Lille, France — 2024–2026
Bachelor's Degree — Marketing & Digital Communication — Efficom Lille, France — 2020–2023
BAC Pro Commerce — Notre Dame du Sacré-Cœur, Loos, France — 2018–2020

LANGUAGES

French — Native | English — Professional working proficiency | Spanish — Elementary

INTERESTS

Field hockey (player, national-level referee, coach) • NFL / American football fan • Travel (10+ countries) • Fitness & outdoor running