Julien Coquet

2, Allée J.F. Layraud, 26200 Montelimar, France
40 years old - French national

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Digital Analytics Expert Consultant, Product Specialist and Evangelist

Achievements

Certified with Adobe, Google and Webtrends analytics solutions

Translated reference works by Avinash Kaushik and Eric T. Peterson.

Authored training DVDs for Google Analytics and Google Tag Manager

Designed and promoted Hub'Scan, an award-winning SaaS platform for digital marketing data quality assurance.

Managed worldwide analytics projects for top brands in retail, luxury, automotive, finance, insurance, travel — and more.

Managed **HP EMEA** web analytics across 40 country sites, integrating Omniture advanced tagging and campaign management into complex web content management systems.

Assisted major **consumer electronics** industry actors in the definition of enterprise-wide key performance indicators, the implementation of KPIs and the deployment of a reporting strategy that generates actionable insight.

Helped **Cineworld** - the UK's leading cinema ticket reservation site - deploy Google Analytics on their website. Cineworld now has a better visibility on their site's performance and Web sales capabilities to their very engaged audience.

Assisted **Brico** (Belgium's leading hardware retail store) in their implementation of Google Analytics. With Adwords, cross-channel campaign integration and the analysis of e-commerce tracking, they boosted their online sales 23% over Q4 2007

Assisted major actors in the **energy** and **medical/pharmaceutical** industries in selecting the right web analytics solution by first implementing Google Analytics, sometimes with up to 300 profiles, and then moving on to more robust solutions such as Yahoo! IndexTools, Omniture SiteCatalyst or Unica NetInsight.

Past experience

VP Product Management and Chief Evangelist — Hub'Scan, Boston, MA
01/2015 — present (6 months)

In charge of product development, marketing and evangelization of Hub'Scan, an automated SaaS platform for webmarketing tag quality assurance.
More information at http://www.hub-scan.com

Director - Digital Analytics Services — Hub'Sales (Business&Decision Group)
06/2009 — 12/2014 (5 years, 6 months)

Digital Analytics consulting, implementation, evangelism, training, client relationship management. engagement manager, quality assurance.
In charge of Web Analytics implementation processes and documentation.

Analytics Country Manager - France - LBi Group, Brussels (LBi acquired OX2)
02/2008 — 06-2009 (10 months)

Web Analytics consulting, implementation, evangelism, training, client relationship management.

Analytics Country Manager - France - OX2, Brussels
11/2006 — 01/2007 (14 months)

Web Analytics consulting, implementation, evangelism, training, client relationship management, implementation processes and documentation.

Consultant - Web Technologies — Capgemini France, Grenoble
02/2001 — 10/2006 (5 years, 9 months)

Internet consulting and functional management for large-scale, European Web projects.
Clients include Hewlett Packard, Total, Schneider Electric, Cegetel
Expertise with Omniture SiteCatalyst, web services, Opensource evangelist

Web Analytics Program Manager, EMEA — Capgemini France for HP EMEA, Grenoble
02/2002 — 10/2005 (4 years)

Omniture SiteCatalyst regional pilot for HP's worldwide metrics program
Definition of requirements, KPIs, variable mappings, implementation, processes
Supervision of the switch from HBX to Omniture SiteCatalyst and deployment over 40+ country sites in EMEA (200+ report suites)
User training for business and technical audiences
Report definition, analysis and delivery of custom automated dashboards
Expertise with Omniture SiteCatalyst, HBX, Javascript

Skills

Digital/Web Analytics

Over 15 years experience in digital/web analytics and website performance measurement
Certified product specialist: Adobe Analytics, Google Analytics, AT Internet, WebTrends
Audit, consulting, analysis, process definition and evangelism
KPI definition, implementation, dashboarding and reporting
Data integration
Product training (technical and business)

IT/Web skills

Technical writing: functional requirement and process documents
Content and platform management
Technical expertise with all things Web: HTML, XML, Javascript, Ajax, PHP, CSS, Java
Database skills (MySQL , SQL, Oracle)

Relational skills

Relational management with customers and partners
Agent of team and change management
Act as interface between management and technical teams
Training and workshop delivery

Language skills

French: native;
English: fluent;
Spanish, Portuguese: conversational

Education & Training

Engineering degree in Internet Project Management and Multimedia Authoring
National Polytechnical Institute – Grenoble
Internet authoring; media integration and asset management

Masters degree, Latin American Studies
State University of New York, Albany, USA
Social studies — anthropology, sociology, modern languages

Masters degree in Modern Languages
Grenoble III Stendhal University
Major in English, minor in International Marketing –

Bachelors degree in Modern Languages
University of Aberdeen, Scotland - Erasmus program
English, Spanish, economics, politics

Personal information

Clubs & societies

Digital Analytics Association (Country representative for France)
Top Contributor for Google Adwords and Analytics
Owner/moderator of the Google Analytics Group on Google+
Owner/moderator of the Google Tag Manager Group on Google+
Owner/moderator of the French Web Analytics forum at http://analyseweb.fr/+1
Management of several web sites and online communities

Blogs/Writing

Personal blog at http://juliencoquet.com/en (en/fr)

Translated Avinash Kaushik's *Web Analytics 2.0* into French
Translated Eric T. Peterson's *Big Book of Key Performance Indicators* into French

Hobbies

Cooking, foreign languages, Web culture, TV series, video games, travelling

Sports

Martial Arts (karate black belt), skiing, hiking, swimming, scuba diving