

# Mathieu RELLA

DATA ANALYST · COMPUTER SCIENCE AND DATA ANALYTICS MAJOR

+33 634267904 | mathieurella.mr@gmail.com | www.mathieurella.fr | mathieurella

## About Me

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**Analytics** SQL · Excel/VBA · Tableau · AppScript · Power Bi

**Web/Media** Ruby On Rails · Python · HTML/CSS/Javascript · Microsoft Suite · Adobe Suite

**Languages** French : Native Speaker · English : Fluent (TOEIC : 950 / 990)

## Experiences

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### Blueprint Web - Digital Marketing Agency

Paris, France

FOUNDER

Oct. 2016 - Present

- IndieMaker, SaaS & MVP development **generating up to \$5k MRR**
- Development of cross-channel advertising campaigns **exceeding the initial ROI objectives by up to 35%**.
- Launch of multiple e-commerce store **Product Sourcing, Branding, Media Buying, Logistic**

### Publicis Media

Paris, France

ACCOUNT MANAGER - PERFORMICS

Jan. 2019 - Aug.2019

- Development of media plans and strategic recommendations for **Procter & Gamble, Nestlé, FBD Group** and **Europa Park**.
- SEA optimization project management
- Creation of weekly/monthly/quarterly balance sheets and reports to adjust the strategy set up with the clients.

### Publicis Media

Paris, France

CAMPAIGN MANAGER - STARCOM PROGRAMMATICAL TEAM

Jan. 2017 - Aug. 2017

- Managing the implementation, tracking and measurement of campaigns for SAMSUNG, P&G, COCA - COLA ...
- Writing regular reports on campaign results, including web analysis and evaluation of KPIs to present to the manager before client meetings
- Collection and use of data to better promote new campaigns and evaluate the performance of existing campaigns

**Automating URL encoding and URL shortener from an half a day task to a few seconds task**

### CESM - STRATEGIC STUDY CENTER OF THE FRENCH NAVY

Paris, France

SOFTWARE ENGINEER - OPERATING SYSTEM TEAM

Jan. 2016 - Aug. 2016

- Displaying a.57 map for marine navigation, containing strategic environmental data for a web based application.
- Working in a DevOps environment team to create a naval simulator for training freshman CESM students to manage several types of crisis situations.

**15% more success in the exam the year following the implementation of the simulator**

## Project

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### Loc my Pop Up

- The Airbnb for PopUp Store rental
- Tech Used : Ruby on Rails for the Website and React Native for the Mobile Application

### Vélib - Bike Fleet Managing System

- Bicycle fleet management system to allow cyclists to find available bicycles near their home and drop them off at free locations in real time in Paris using Apache - Kafka

### Hommeals

- Food delivery system
- Tech Used : Python and django for the restaurants Web Application, Java (Android) and Swift (IOS) for the customer mobile application

## Education

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### Léonard de Vinci University

Paris, France

MASTER DOUBLE DEGREE IN COMPUTER SCIENCE AND DATA ANALYTICS

Sep. 2015 - Aug 2019