

Open to a permanent role · Paris or Luxembourg · Mobile across France

Pierre Marie Turpin

WordPress developer & digital marketer

A hybrid profile, both technical and marketing-minded: I build fast WordPress websites and run the actions that bring them traffic and results: SEO, campaigns, email marketing, content and data analysis.

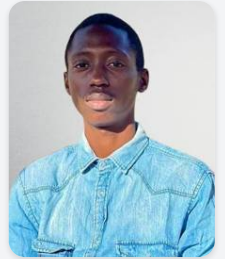
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PROFESSIONAL EXPERIENCE

Head of web development and digital communication June 2025 – present

[Domotiko](#) · [Marseille](#) · [freelance](#)

Media site about home automation: WordPress development (HTML, CSS), email marketing strategy, marketing campaigns, content management and visibility tracking (SEO, Semrush).

WordPress & e-commerce developer 2023 – present

[Freelance](#) · [AMI Informatique](#), [Chami Agro](#), [Tonti Capital](#)

WordPress websites and WooCommerce shops for clients: AMI Informatique (Dakar, 86 products, delivered in 6 weeks, mobile score from 71 to 85, going live), Chami Agro (site built to the client's vision), Tonti Capital (in development). Catalogue, checkout funnel, payment and sales tracking.

Web development and digital communication assistant Aug 2024 – Jan 2025

[Make a Move](#) · [Paris](#) · [internship](#)

Media site covering fleets and professional mobility: web design and SEO, photo and video content, social media management, Mailchimp email campaigns and event organisation (Electric Test Days, BikeToWork).

Marketing project manager Nov 2022 – May 2023

[Dakar Marketing](#) · [Dakar](#) · [internship](#)

Marketing strategies, events, content creation, consulting and project management.

Full-stack developer June 2021 – June 2022

[VDC Telecom](#) then [Alink Telecom](#) · [Conakry](#) · [fixed-term contract](#)

Website and ERP software development (HTML, CSS, JavaScript, PHP), maintenance and updates.

WEB & MARKETING PROJECTS

Decam – hotel concierge service

Start-up in which I am a shareholder: WordPress site (services, plans, calculator, journal, newsletter) and digital marketing management.

AMI Informatique – e-commerce

WooCommerce tech shop for Dakar: 86 products, buying guide, comparison tool, 32k-follower Instagram community.

pierreturpin.org – rebuild and GDPR

Move from Elementor to native blocks (from 58 to 7 stylesheets per page), bilingual FR/EN site, cookie banner and Consent Mode v2: Google Analytics waits for consent.

Seuil – real-estate portal (personal project)

Built on my own initiative: listings, advanced search, favourites, contact form. WordPress, UX, web design.

EDUCATION

MSc Digital Marketing & Sales 2023 – 2025

[KEDGE Business School](#) · [Marseille](#)

SEO, SEA, content marketing, web analytics. Thesis: eye-tracking and motion design for user experience.

Bachelor's degree in computer science applied to management 2016 – 2019

[ISM](#) · [Dakar](#)

Software development, networks, security. Python, Java, C++, PHP, JavaScript, UML.

KEY FIGURES

32k+

audience
grown

10+

web projects
delivered

15+

digital
projects

SKILLS

Development

WordPress, WooCommerce, themes and blocks, HTML, CSS, JavaScript, PHP, performance, technical SEO, GDPR (cookie banner, Consent Mode)

Digital marketing

SEO, Google Ads, Meta Ads, email marketing (Mailchimp, HubSpot), social media, content creation, events

Analytics

Google Analytics, Search Console, Looker Studio, conversion tracking, Excel, Google Sheets, Word and PowerPoint

TOOLS

Google Analytics

Looker Studio

Search Console

Mailchimp

HubSpot

Google Ads

Meta Ads

SEMrush

Ahrefs

WordPress

WooCommerce

Excel

Word

PowerPoint

Google Sheets

Zapier

Canva

Photoshop

Premiere Pro

Git

CERTIFICATIONS

Google Analytics (2026)

Google Ads Search · Measurement · Display · AI-Powered Ads (2026)

HubSpot Email Marketing · Marketing Hub (2026)

HubSpot Inbound · Reporting · Service Hub
Tosa WordPress (Advanced) · Tosa
Photoshop

LANGUAGES

French · native

English · fluent · B2 · TOEIC 865