

# RENAUD LACASSAGNE

## Senior Digital Project Manager / Digital Lead

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### STRENGTHS

#### Project Management

From HTML5 animated websites to eCRM worldwide platforms, connected devices projects, installations...

#### UX/UI Design

Methodology and zoning for multi-country/multi-languages projects. Working with Axure, Sketch...paper and pencil

#### Prototyping

From the conception to the delivery. From designing a fully-working Axure prototype to testing the final deliverable.

#### Making/Crafting

Coding, assembling, building, soldering...using raspberry pi, arduinos, re-using part of existing hardware (htc vive controllers, drones, ...)

### LANGUAGES

#### Spoken/written:

🗣 English: Fluent  
🗣 French: Native Speaker

#### Coding in:

</> PHP, CSS2-3, HTML4-5, JS  
Bash, BASIC  
C#, C++  
MySQL

### REFERENCES

"Renaud has proven an unquestionable expertise, leading a very, very, verrrry complex digital project. I was impressed by his ability to manage a lot of internal and external stakeholders, his capability to work with creative and technical people and make both worlds happy. His passion for UX and digital innovation is contagious and his thinking well structured. Last but not least, Renaud is a great person to work with. I would hire him again in a heartbeat."

— Remi Marcelli, VP - Head of Consumer Marketing Agency at LEGO Group

More here:  
<http://renaud.lacassagne.fr>

### PASSIONS

Musician (acoustic guitar, bass guitar, electric guitar, ukulele, keyboards)  
Music mastering and mix  
Photography, video editing  
Casual gamer, geek and comics lover  
Casual runner, 10-year swimmer

### SUMMARY

Stress-resistant, analytic mind with a taste for innovations and problem-solving skills. Technical solution finder with a creative eye and a passion for new technologies, electronic systems, connected devices, design and UX.

I worked for the past 6 years in international digital agencies as Developer, Digital Producer, Functional Project Manager and Technical Project Manager for agencies like TBWA\Paris, BBDO, DigitasLBI, MRM.

I worked on HTML5 web-documentary, eCRM platforms, innovative technologies (Leap motion, Oculus Rift, Microsoft Surface, ...) and worldwide advertising campaigns.

### PROFESSIONAL EXPERIENCE

#### Senior Digital Producer - Buzzman Paris

*Since July 2017*

From the first draft of a concept to the delivery. Any project, any touchpoint, any constraints. Responsible not only to for delivering on time and on budget but also for helping amplify ideas through technical innovations.

Playing the role of technical evangelist / creative technologist.

Tech and partners sourcing and managing.

Managing productions at high pace and with a high expectations. Reactivity and pivoting skills.

#### Technical Project Manager & Creative Technologist - MRM // McCann Paris

*April 2016 - July 2017*

Dot-connector between technologies, solution-finder, physical/digital human machine interface designer, R&D lead. New/emerging technologies tester.

Manage technical projects from webapps, responsive websites up to CRM platforms and installations.

Briefing technical teams, daily SCRUM management, Agile way of working. Follow up on front and back end developers (PHP, .Net, Sitecore, Pimcore, HTML, CSS, Ajax, JS, ...). Technical Architecture conception, Database conception, technical specifications, 3rd parties recruitment on specific technologies.

#### Senior Digital Project Manager - McCann Erickson Paris

*March 2014 - April 2016*

Digital lead, consultancy on technological solutions.

Digitalization of the account team and the clients. Creation of new processes.

Both functional and technical conception, creative briefing and follow-up, functional brief, relationship with technical agencies, stack conception.

Management of 3 other Digital Project Managers, evaluations, recruitment process, team classrooms.

#### Functional Lead Project Manager - Proximity BBDO Paris

*November 2012 - February 2014*

Functional Project Manager for the eCRM platform of Procter & Gamble worldwide, managing portfolio of modules to maintain or improve. Sitecore CMS, AA accessibility, SEO adapted and mobile first in up to 40 markets. Functional lead on the brand new platform (from the conception to the development, including UX research, creative exchanges...), SCRUM master, daily SCRUM management.

Managing 2 other Functional Project Managers. Training local markets on the back office

#### European Digital Producer - TBWA\Paris

*September 2010 - November 2012*

From production to localization of all the websites, banners, apps. Media agency briefs, technical briefs. Working hand in hand with Art Directors, Copywriters, Post-prod & 3D Artists, Front-end and Back-end Developers, Flash Developers, UX Designers to produce the best assets within tight deadlines.

Main point of contact for production of digital assets/campaigns in house (costing, time spent, processes), also worked with the head of production at the conception phase of every project to ensure feasibility.

### STUDIES

#### 2009/2010 - Master Degree in Digital Production and Integration

*"Master 2 - Production numérique et intégration"*

Institut Ingémédia, Toulon

#### 2007/2008 - Professional Licence Degreee in Images, sound techniques and activities

*"License Professionnelle - Techniques et activités de l'image et du son"*

Institut Ingémédia, Toulon

#### 2005/2007 - HNC in Computer Sciences

*"DUT Informatique - Génie Logiciel"*

IUT Informatique de Bordeaux 1