

# Stéphane Turquay

DIGITAL PRODUCT MANAGER



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👤 French (Swiss G Permit)

📍 Ville-la-Grand, France

💬 English, French

## WORK EXPERIENCE

### WORLD ECONOMIC FORUM

Geneva

July 2015 - Present

<http://weforum.org/>

<http://toplink.weforum.org>

#### Digital Product Manager

Ownership of the Forum's events and logistics platforms through Salesforce and Toplink. Toplink is the website used by staff and constituents to plan, communicate and act around events (1,000 visitors a day and CHF 5M investment yearly).

##### PRODUCTS INCLUDED:

- Management of the **meeting scheduler assistant** used by Forum's constituents during summits with +5,000 meetings scheduled a year. Project consisted of front-end and back-end implementation, UI redesign and deployment.
- Led the migration of the **transport management tool**. Transport management is a key service used by high ranking officials and CEOs at events. The project consisted of improving the process of transport ordering, internal tracking and external communication driving cost reductions of 20% and increasing teams' efficiencies, from 3 to 2 teams involved.
- Led the integration of a **video conferencing solution** (Vidyo) in TopLink with the aim of fostering collaboration and engagement of Forum's constituents.
- Became a central figure in **change management** activities by aligning stakeholder requirements, prioritizing them in order to roll out new features and processes.
- Participated in the **Annual Meeting 2016 of Davos** overseeing the process around the transport management tool that successfully serviced 300 transfers for high level executives and political figures.

### TOO PIXEL

Geneva

November 2013 - May 2015

<https://toopixel.ch>

#### Digital Project Manager

- Involvement in the assessment and suitability of projects for prospect clients, including business requirements, deal structuring, negotiation and proposal.
- Led the **design and development** of web applications, corporate and eCommerce websites for the following clients: [CERN](#), [Socar Trading](#), [Notz Stucki](#), [IKH](#).
- Elaborated **web marketing strategies** such as Search Engine Optimization, Search Engine Advertising through Adwords, Social Media Optimization. [Infogestion.ch](#) ranked #1 on [Google.ch](#).
- Led the **design of print materials** such as logo, business card, flyer, brochure ( see [PRC](#), luxury car rental company )
- Assigned and prioritized the work of a **dozen of remote workers** composed of designers, front-end and back-end developers
- Accounted for 70% of TooPixel's portfolio revenues (CHF 400K)

**50A**  
Paris  
January 2013 - June 2013  
<http://50a.fr>

**HOUSE4DJ**  
December 2010 - June 2013  
<http://house4dj.com>

## Digital Project Manager

- Led the **web development and Quality Assurance** for Adidas Team Five's promotional website as part of their new product line launch. Available in 12 languages in collaboration with Coty's country managers.
- Led the **Search Engine Optimization analysis and campaign** implementation for Bureau-Vallée's "Back-to-school" promotional eCommerce website. Sales increased in this period by 30%.
- Managed the **Quality Assurance** for BBGR's [EyeStation](#) iPad application.
- Led the **prototyping** of [Arjowiggins](#) retailers iPad application.

## Founder

- Website development using Wordpress and a customised premium template to align with business needs.
- Recruited, assigned and prioritized the work of 10 bloggers from various regions in the world including France, UK, Germany, Poland, Sweden, Canada and USA.
- Set the digital marketing strategy, comprising of attracting and retaining the right user base through blogging, social networks, email campaigns and promotional partnerships.
- Covered the Miami Music Week 2012 and Ultra Music Festival 2012 as Press Media
- Interviewed TOP10 DJs consisting of Dimitri Vegas & Like Mike, Axwell, Laidback Luke, Swanky Tunes among others.
- House4DJ had 5,000 daily visits, +5,2M page views in 2,5 years, 55% traffic from the USA.

## EDUCATION

**INGÉMÉDIA**  
Toulon (France)  
June 2013

### Msc in Multimedia Project Management

**COURSES:** Project management, communication, web marketing, social media management

**FINAL PROJECT:** Lead project manager for Meltin' Putt ([see Meltin'Pub on Vimeo](#))

**INGÉMÉDIA**  
Toulon (France)  
June 2011

### Bsc in Multimedia

## TECHNICAL SKILLS

**PROJECT MANAGEMENT:** Jira / Confluence, Asana

**PROCESS MAPPING:** Visio

**DESIGN:** Sketch, Photoshop, Illustrator

**PROTOTYPING:** Axure, Balsamiq Mockups, FramerJS, Invision

**CMS:** Wordpress, Drupal, Magento

**CRM:** Salesforce

**CODING:** HTML / CSS, Javascript, PHP, Git

**MICROSOFT OFFICE:** Word, Excel, PowerPoint, Outlook