

Florian BESSONNAT

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French, 43,
Married, 1 kid

Missions

- SEO Specialist & Evangelist.
- R&D - SEO tool producer
- New technologies specialist web 2.0 / AJAX

Dec 2010 - Now

CTO and co-founder ePerf Consulting (Paris)

- High Level SEO Mission for industry leaders
- SEO Audit / Training / Product Launch / redesign / CMS / SEO adviser.



March 05 – Dec 2010

SENIOR PROJECT MANAGER / SEO & R&D



Senior Project Search Engine Optimization Manager

- Management of Natural traffic of Yahoo! Europe / France / Canada, Overture & Kelkoo search engine traffic (1 Billion clicks / Year). Management of 25 product manager + Canadian team.



- Member of the Yahoo! Search machine learning project to guarantee the Quality index.



- Webspam specialist & evangelist for Yahoo! Worldwide.



- Member of the SEO worldwide team for the Fifa Worldcup 2006



- Creator of SEO tools, anti-spamdexing algorithm, SEO reports

“I have had the pleasure of working with Florian, and I would highlight that beyond his deep knowledge in the field of SEO, he is very creative and he is always coming up with projects to improve SEO beyond his day to day tasks, which makes him stand out. I would not hesitate in recommending Florian for any SEO related position.”

- Markus Renstrom –Head of SEO et Yahoo!

“Florian is the kind of smart, brilliant and trusty person that anyone wants to rely on for critical projects. Of course, he’s got a sharp SEO knowledge which he successfully applied to many complex situations. But he also demonstrated subtle communication skills, and a high sense of humility which makes him a fantastic colleague. I definitely learnt a lot for the years we hunted the Google beast together and I really hope we can collaborate again soon”

- Franck Rageade –Senior Consultant at Bull

“I’m very happy to have hired Florian! He has successfully fulfilled the position, and even gone further. His technical and personal skills have outclassed what I had in mind, and this is a good sign for the future development. His personality is well appreciated by all the people I have talk to. SEO is now a reality in the FR team, and its benefits have been recognized by all “ [...] Very efficient. Works well and in a timely manner “

- Gregoire Clemencin –Director of Yahoo! Search Europe

“Florian has an excellent vision over SEO and makes things easy to manage such an important topic of an internet channel.

Thanks to his work our channel and our minisites were really well indexed and successful in terms of SEO traffic. His ability to work with different people from different teams and to understand our needs has been a tremendous asset.”

- Benjamin Rezzak, Product Manager for Yahoo! Auto

Nov. 2002 –Feb. 2005	FREELANCE - SEO
RESERVOIR LOG - PARIS	- SEO Manager « i-mariage.com » - Creator of WebMindSystem®, online site building tool (AUCHAN / CARREFOUR / CONFORAMA through the UNIKA brand).
June 2001 – Sept. 2002	R&D Manager
GENESIS SA (SSII)	- Creator of the Volvo Intranet (Compact Excavators) - CMS creator (NextGenerator®) for the SNCF company. - Project Manager : RENAULT VI, ELYO, GIVAUDAN FRAGRANCE (SUISSE)
Feb. 1997 – Jan. 2001	CTO
MEDIA CONCEPT	Creator of «Keylock » security tool for computer (exposed in stores): AUCHAN, GEANT, CONTINENT, U les nouveaux commerçants, CONFORAMA, CONNEXION, JOUE CLUB, FURET DU NORD.
Oct. 1994 au Feb. 1997	Developer
DRAVEUR / GAILLARD INFORMATIQUE	- Software developer (weather program for EURONEWS TV).

Tools / Languages

Langages

Delphi 2 to 7, Visual Basic 1 to 5, VBA, C

Développement / Web et Client/Serveur

IIS/ASP, PERL, PHP, HTML, DHTML, Javascript, MYSQL, MS-Access, SQL Server, Oracle, Flash 5 to MX

Outils de création

GoLive, DreamWeaver, FrontPage, Photoshop, Xpress, Illustrator, Word, Excel

Systèmes

Windows 3.x, 9x, NT, 2000, XP, server 2003

Education

1991 - Developer study / Lyon Institute of Technology

1990 - A Level (science)

English spoken, driving licence