



JULIEN HÉRON

DIGITAL MARKETING STRATEGIST

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PROFILE

Seasoned digital specialist with over 18 years of experience demonstrating a unique blend of expertise in UI/UX, SEO, and AI technologies. My career has been marked by versatility and innovation, working across diverse settings including digital agencies, freelance, and in-house. With my comprehensive skill set, I devise and implement digital strategies that drive growth while ensuring compelling user experiences.

SKILLS

Digital Marketing
SEO
AI Technologies
Data Analysis
UI/UX Design
Content Optimization
Web Development
Brand Strategy

TOOLS

Figma, Adobe Creative Suite, WordPress, Ahrefs, Semrush, Screaming Frog, Google Analytics, Google Tag Manager, Google Search Console, OpenAI GPT, Jupyter Notebook

LANGUAGES

French (native)
English (professional)
Mandarin (intermediate, New HSK Level4)

PROFESSIONAL EXPERIENCE

Valtech

SEO Consultant

February 2023 - Now

- Develop and implement SEO strategies for a diverse range of B2C and B2B e-commerce websites, including industry leaders such as Mandarin Oriental and UCSF Health, maximizing optimization and online visibility
- Utilize AI technologies to streamline SEO processes and enhance data analysis. Collaborate with development teams to integrate SEO recommendations, and guiding clients in crafting effective content strategies

Personal Online Projects

Founder of affiliate websites

November 2017 - Now

- Founded www.wellnessaromas.com and www.outdoorsgenerations.com, took ownership of branding, SEO, and digital marketing strategies
- Gained valuable experience driving increased traffic through SEO and achieved monetization through affiliate marketing

Samsung Ads

Senior Product Designer

January 2020 - December 2021

- Worked closely with product and engineering teams to design efficient and intuitive workflows and layouts for customers using the Samsung Ads platform
- Defined, maintained, and expanded a new design system that respected the Samsung Ads brand, delivering a coherent experience across the platform

Gravity Supply Chain (Hong Kong)

Lead UI/UX Designer

April 2017 - October 2019

- Created and built prototypes, implemented new design guidelines, and ensured a competitive edge in user experience and design
- Led design of various online and offline marketing materials such as booths, brochures, pitch decks, landing pages, and EDMs
- Guided the company's website redesign, defined and implemented the design process, scope, priorities, and created a new art direction

Freelancer (Hong Kong)

Digital Marketing

December 2015 - March 2017

- Launched BLIZS Ltd., a B2B business in the Intimate Industry, taking ownership for the branding, website art direction, and implementation
- Launched a B2C project across France and the UK and developed associated a coupon affiliate site requiring branding, and digital marketing strategy
- Created an e-commerce project using a drop shipping business model in the intimate industry and was accountable for branding, and development

EDUCATION

2013 - 2015

Master of Design Strategies

The Hong Kong Polytechnic University

2009 - 2011

Undergraduate Chinese courses

Shanghai Jiao Tong University

2005 - 2006

Bachelor Multimedia & Communication

University of Cergy-Pontoise

2004 - 2005

Undergraduate Multimedia Diploma

BGS Institut Paris

2001 - 2003

Computer Science Technical Degree

Senlis St. Vincent's High School

AWARDS

2013

LVMH Creative Briefing Experience

Selected guest designer

HOBBIES

Hiking, traveling, cooking

JM Sunflower (Hong Kong)

Interactive Designer, Digital Marketing

May 2015 - November 2015

- Collaborated with major clients as part of a design studio focused mostly on the Intimate Toys Industry, assisting with website design and product development
- Spearheaded branding and creation of all aspects of digital communications, gaining a clearer business perspective and valuable experience working with product designers and merchandisers

Freelancer (Hong Kong)

Interactive Designer, Digital Marketing

June 2013 - February 2015

- Designed and developed visually engaging, responsive digital assets for various clients, including multilingual websites, personalized book layouts, illustrations, and email marketing campaigns
- Collaborated closely with clients and stakeholders to create key visuals supporting product launches, seasonal offers, and promotions, ensuring alignment with brand guidelines and marketing objectives

Nurun (Shanghai)

Senior Art Director

August 2011 - June 2013

- Collaborated with the UX design team, utilizing UX tools and research to gain market and user insights, delivering greater value and improving key metrics
- Was responsible for design and flash animation across multiple digital online campaigns, websites, and mobile apps, for clients such as The Peninsula Hotel, Fiat, Danone, Pernod Ricard China, and FAW-Volkswagen

Freelancer (Shanghai)

Senior Graphic & Web Designer

June 2007 - July 2011

- Worked autonomously in keeping with project deadlines, which required strong time management and communication skills
- Crafted brand identity, engaged in web design (HTML & CSS), handled flash animation, and managed print design for an array of top-tier clients such as EMI, NBA France, Pernod, Pastacosy, La Roche Posay, and Virgin Music

Ligne Treize (Paris)

Graphic & Web Designer

September 2006 - July 2007

- Drove the creation of brand identities for clients including EMI, Universal Music, and Larousse, which involved web design (HTML & CSS), graphic design (Digital & Print), and flash animation

BELOA (Paris)

Junior Graphic & Web Designer

September 2005 - August 2006

- Partnered with design and development teams to complete projects including, website creation, engaging commercials, and logos for clients.

Crayon Noir e-Medias (Paris)

Junior Web Designer

September 2004 - August 2005

- Collaborated with a development and design teams on diverse projects ranging from website to newsletter creation, using HTML & CSS, for world-class clients such as Lancome and French National Railways