

Contact

Ready to relocate

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www.linkedin.com/in/anthony-contat (LinkedIn)
www.sumseo.com (Company)

Top Skills

Analytics

Connection server logs

On-page optimization

Languages

English

French

Certifications

Semantic web MOOC

Anthony Contat

International Head of SEO (permanent contract)

Summary

With over 18 years of experience in natural referencing (SEO), I have gained significant expertise working in an international context, particularly through my experiences at Samsung Electronics and CHANEL. These roles allowed me to adapt SEO strategies to various markets while collaborating with global teams and stakeholders. At Samsung, I led SEO initiatives for the French market, while at CHANEL, I contributed to global e-commerce projects, ensuring consistency across different markets.

My career began at Aposition, a leading agency in the field, where I acquired solid expertise in the e-commerce sector. Subsequently, I expanded my skills in online media, driving the SEO of websites such as ELLE (FR), Closer (FR), and Grazia (FR). This experience allowed me to lead avant-garde projects, exploiting semantic web technologies.

In 2014, I reached a significant milestone by obtaining funding of €750,000 from the Ministry of Culture and Communication, supported by the Strategic Fund for the Development of the Press. This support was a springboard for my main project at the time.

My specialization lies in managing high-content volume sites, with a natural mastery of log analysis, crawling, and internal linking optimization. I have a preference for challenges related to online sales sites (e-commerce, marketplaces...) and content platforms, particularly those with hundreds of thousands or even millions of pages.

For the past three years, notably through a project called "Semwee", I have focused my efforts on identifying and optimizing list pages for so-called catalog sites, covering everything from information architecture to the integration of such pages, while always staying at the forefront of the best SEO practices.

Experience

CHANEL

SEO Expert

July 2022 - Present (2 years 11 months)

Neuilly-sur-Seine, Île-de-France, France

Run (on going), Headless project, Structured data projects (Schema.org), FAQ projects, PDP and PLP optimization, E-commerce, FSH division (Fashion, Eyewear and Haute-Couture), Website internationalization (72 countries).

Semwee

Founder

May 2021 - Present (3 years 10 months)

Ville de Paris, Île-de-France, France

Semwee is the first "prospect data driven" solution dedicated to catalog publishers. This SaaS-based application suite helps them publish web pages in line with market expectations.

With Semwee you can:

1. Identify among millions of landing pages, those that precisely meet the needs of your prospects.
2. Identify which product variations you should index and which you should not.
3. Limit the tree structure of your website to only those list pages that precisely meet the needs of your prospects.
4. Reduce the size of a product catalog safely, by identifying and preserving key products.

Typical users: SEO/SEA/Webmarketing consultants and managers, product owners, e-commerce managers...

Typical websites: e-commerce sites, real estate websites, classified ads, job boards.

SUMSEO

Founder - SEO Consulting Freelancer

August 2018 - Present (6 years 2 months)

Paris

Consulting

- CHANEL.com Global (2022-2025): Full-time SEO expert
- Samsung Electronics France (2020-2021): Full-time SEO consultant
- Toute La Franchise (2019, 3 months mission): Full-time SEO consultant
- Allobébé.fr (2018, one shot mission): SEO consultant
- Buzz Brothers (2018, one shot mission): SEO consultant

... and various missions since 2018 as SEO consultant for SEO agencies (Tactee/SEOh...), and Web editors (1001 Salles, Spa Alina, H3 Campus, Ironhack, Voltalis, Groupe Nomblot...).

Teaching

- Digital College (2021): SEO trainer
- ISCOM (2020-2021): SEO trainer
- Simplon (2018, 8 months mission): SEO trainer and Digital referent trainer

Samsung Electronics

Head of SEO

April 2020 - September 2021 (1 year 6 months)

Saint-Ouen, Île-de-France, France

SEO for the French market, SEO audits, SEO best practices, Editorial optimization (Explore articles).

Mondadori France

Head of SEO

July 2013 - April 2019 (5 years 10 months)

Closermag.fr, Grazia.fr, Topsante.com, Telestar.fr

Lagardère Active

Head of SEO

March 2012 - June 2013 (1 year 4 months)

Levallois-Perret

ELLE.fr, Be.com, Femina.fr

GrosBill.com

Head of SEO

January 2011 - February 2012 (1 year 2 months)

Paris

Visibility management (SEO) on e-commerce website.

Aposition (ISOBAR)

SEO consultant Aposition (Groupe Isobar)

November 2008 - August 2010 (1 year 10 months)

Courbevoie

La Redoute, Intersport Rent, National Citer, FRAM, Bouygues Immobilier, APRR, Lafarge, La Lyonnaise des Eaux, Cofinoga

Linkeo

SEO Executive

January 2007 - October 2008 (1 year 10 months)

Paris

3D Soft

Front-end developper

January 2006 - December 2006 (1 year)

Noisy-Le-Grand

3D Soft is an IT services company specialized in developing software for mechanical professions. This company, based in the Île-de-France region, allowed me to strengthen my knowledge in web design.

Education

Inria

Certificate of completion, Semantic Web · (2015)

BTS de Communication des Entreprises (Business Communications)