



Rémi Frottier

SEO & GEO · From strategy to implementation

 French-speaking Switzerland linkedin.com/in/remifrottier remi-frottier.ch

I work on website visibility in search engines and AI answers. I combine technical SEO, content strategy and development to identify the right actions, implement them and track their effects.

Logical · Curious · Team player

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Skills

Strategy & leadership

Strategy definition and execution · project management, planning and budgets · agency management · coordination across departments

SEO & GEO

SEO/GEO strategy, content and visibility monitoring · technical, e-commerce and international SEO · structured data, link building · paid search / Shopping synergies

UX & e-commerce

User journey and conversion optimisation · UX benchmarking and A/B testing · tracking implementation · performance analysis, in-depth reporting and recommendations

AI & automation

Workflows and task automation · code and interface prototyping · AI features integrated into websites through APIs

Front-end

HTML, CSS, JavaScript, version control · CMS management and development, advanced webmastering · responsive design, accessibility and web performance

Selected professional experience

August 2019 – present

E-commerce SEO & UX Project Manager

Nespresso Switzerland

La Tour-de-Peilz, Switzerland

- Define and lead the SEO, GEO and editorial content strategy, setting priorities and coordinating across departments.
- Implement technical and international SEO improvements, conduct keyword research and manage the editorial calendar.
- Develop and integrate front-end features supporting SEO, UX and overall e-commerce performance.
- Manage and evolve a Drupal CMS, including functional scoping, backlog management and agency coordination.
- Implement Google Analytics tracking, dashboards, A/B tests and performance monitoring.
- Provide cross-functional technical support and build automation tools and AI workflows.

January 2017 – August 2019

E-business Rollout Webmaster

Nespresso Global · Amaris consultant
Lausanne, Switzerland

- Supported markets during the rollout of the new website and new features.
- Trained webmasters in using the tools and advised them on digital strategy.
- Developed front-end scripts to work around platform limitations and provided technical support to markets.

December 2013 – January 2017

IT Configuration Webmaster

Nespresso Global · Amaris consultant
Lausanne, Switzerland

- Automated website and feature deployments across multiple markets.
- Built data import and export scripts.
- Resolved bugs and provided technical support for the e-business department.

March 2012 – December 2013

Webmaster / SEO

Fécamp Services
Paris, France

- Built a company website and an e-commerce site from scratch, covering strategy, design, development and content.
- Optimized SEO for competitive keywords through technical work, editorial content and link building.
- Improved other acquisition levers including SEA, social networks and print directories.

Education

Since 2013

SEO conferences

SEO High Level, SEO CAMP'us, SMX Advanced, TEKnSEO, Visibilité Live Camp.

2010 – 2011

Professional Bachelor's Degree, Multimedia Internet Webmaster

Université d'Aix-Marseille

2007 – 2009

University Technology Diploma, Communication Services and Networks

Université Paul Sabatier Toulouse III

2004 – 2007

Scientific Baccalaureate

Lycée Maréchal Soult

Languages

 French: native

 English: full professional proficiency

 Spanish: basic knowledge

Interests

Logic games and escape rooms; travel and new experiences; food and gastronomy.