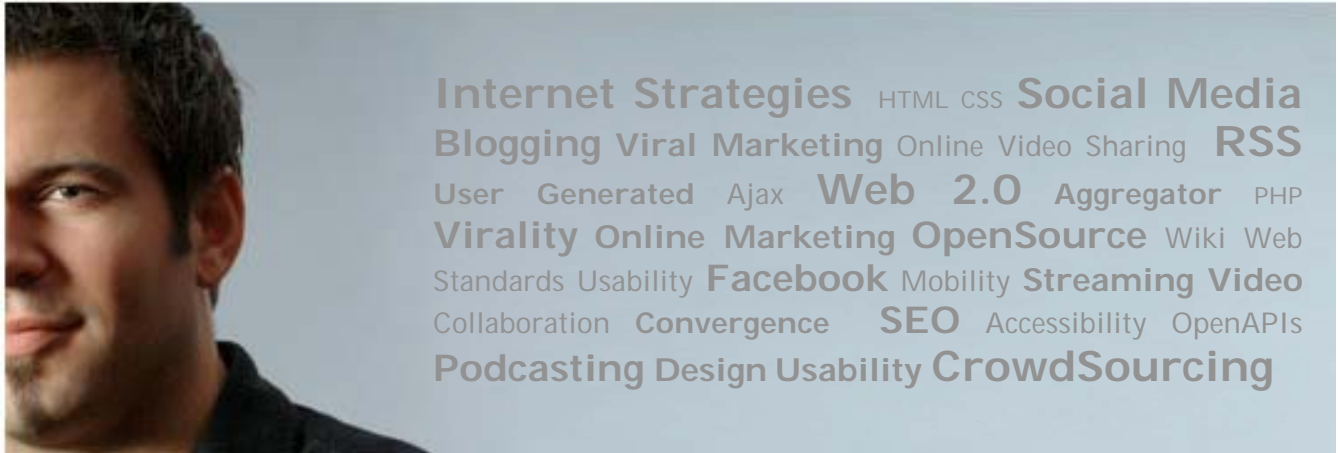


JocelynArsenault

Senior Independent Internet Strategy & Development Consultant >> Digital Strategy & Product Management



Career Profile

Accomplished and integrity-driven Web professional offering over 12 year of interactive marketing and production experience with a strong concentration in product management and strategic planning.

Experienced in corporate, start-up and agency environments, promoting a strategic vision through strategy, design, and architecture.

Innovative with proven ability to identify, analyze, and solve problems to answer business needs.

Visionary and a critical thinker; Pro-active not reactive; a consummate team builder; Inquisitive by nature and troubleshooter; Passionate about interactive communication, social media, music and people.

- Clear and effective communication
- Completely bilingual (French & English)
- Excel in fast-paced and creative environments
- Budget and deadline focused
- Able to adapt quickly to changing environments
- Balance creativity with pragmatic business objectives

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Skype: [jocelyn74](#)

Blog: www.jocelynarsenault.com

LinkedIn: www.linkedin.com/in/jocelynarsenault

Twitter: www.twitter.com/jocelyn74

Facebook: www.facebook.com/jocelyn.arsenault

JocelynArsenault

Objectives: A consultancy contract as a senior Internet strategist, planner or product development manager within an agency or within an organization in full review or transformation of their Internet strategy.

Key Skills & Specialties

- Online Strategic Planning, High level Web Production
- Social Media SEO, SEM and Analytics Strategies
- Elaborate Interactive Communication Plans & Strategies.
- Innovation and Product Development & Management
- Web Application & Information Architecture
- Internet Project Management
- Market analysis and research
- Online Business & Competitive Analysis

Office & Project

MS Office (Word, Excel, Visio, Access et PowerPoint), MS Project, Use Cases, RUP Methodology, OmniPlan, OmiGraffle...

Productivity

Acrobat Writer, Dreamweaver, Photoshop, Illustrator, Content Managers, WordPress, MySQL, FTP, CSS, (X)HTML, PHP, JavaScript.

Development

OS Environments

Windows XP & Vista, Mac OS X.

Professional Experiences

Oct 07 to Present
Montreal, Canada

Senior Internet Strategy & Development Consultant

Self-Employed - Independent Consultant

Providing web communication, marketing and production solutions by helping clients rethink and reinvent their web strategy. From concept, to strategic planning, to production, to the launch and marketing. Strategy, efficiency and ROI focused projects...

- Online Strategic Planning, High level Web Production
- Elaborate Interactive Communication Plans & Strategies
- Social Media SEO, SEM and Web Analytics Strategies
- Web product development & management
- Innovation and Product Development & Management

Clients: **Revolver3** (Montreal based Web Agency)
Senior Web Producer – Aug 09 to Nov 09

Challenge Your World (Montreal based Social Media Start-up)
Web Product Director – Oct 08 to Aug 09

Bell Canada (Telecommunications)
Senior Project Manager for Bell.ca - May 08 to August 08

Mobivox (Montreal based Internet telephony start-up)
Senior Product Manager - Oct 07 to May 08

Oct 05 to Oct 07
Montreal, Canada

Senior Web Project Manager & Producer

CloudRaker - Strategic and Creative Web Agency

Competitive and trend analysis; Project strategy & planning; Client presentation and relation management; Production management; Budget & timeline management; Team management; QA.

Clients: Heineken International – Amsterdam
Bell Canada – Montreal
Aldo Shoes – Montreal
Air Canada Vacations - Montreal & Toronto
eBay Canada – Toronto
Barilla Group – Italy
Strawberry Frog – Amsterdam / New York

Sept 04 to Oct 05
Montreal, Canada

Senior Web Project Manager & Producer
SidLee (Diesel Marketing) - Creative Web & Marketing Agency

Competitive and trend analysis; Project strategy & planning; Client presentation and relation management; Production management; Budget & timeline management; QA.

Clients: Solo Mobile – Toronto
Future Shop – Vancouver
CIBC Asset Management – Montreal
Le Château - Montreal

June 00 to Oct 04
Montreal, Canada

Web Project Management Consultant
Self-Employed - Independent Consultant

Providing cutting edge web production solutions by assisting clients with their Internet productions as a freelance web project manager and producer.

- Project strategy & planning
- Stake-holder presentation and relation management
- Production management (in-house & outsourcing)
- Budget & timeline management
- Customer training and support

Clients: Bell Canada – Montreal
Synapse Medical – NYC
Dept. of Veterans Affaires of Canada – Charlottetown PEI
Triviacity (dot com startup) – Los Angeles
Valeurs Mobilières Desjardins - Montreal
IC Axon (pharmaceuticals) – Montreal
PALM Arnold Marketing (marketing & advertising) – Montreal
Stylus Communications (investor relations)– Montreal
Fjord Communications (marketing & advertising) - Montreal

June 97 to Sept 99
P.E.I., Canada

Founder and Project Director
Netnovations Enterprises Inc.

Created the company for the development and marketing of an Internet listing platform for homes for sale by owners and rental properties. At the height of the “dot.com” era in 1999, the application was sold to an American real estate firm.

- Project development and management
- Business & strategy development
- Business marketing strategies
- Resource and partner management
- Financial and business management

Other Professional Experiences & Projects

March 06 to Present **Co-Founder and Artist Manager**
Montreal, Canada **Shattered Windows Entertainment**

A new generation music and artist management company, which is currently managing the career of Montreal based singer songwriter, Angie Arsenault. www.angiemusic.com.

- Business development and industry relations
- Internet promotion strategies and development
- Artist management and production

January 09 to Present **Co-Founder, Strategist & Product Director**
Montreal, Canada **Singg.tv**

Singg.tv is an online vocal training community for singers of any skill level or vocal style. Designed as a complete vocal training system, "Mastering the Voice" takes singers of any skill level or style through complete vocal training lessons and exercises.

- Online Strategic Planning
- Social Media SEO, SEM and Web Analytics Strategies
- Innovation and Product Development & Management
- Online Business & Competitive Analysis
- Overall Business Strategies

Education, Training and Other Experiences

1993 – 1997 **Business Administration (BBA)**
Université de Moncton (Moncton, Nouveau-Brunswick)
University of Prince Edward Island (Charlottetown, Î.-P.-É.)

Began my post secondary studies at UPEI in the Business Administration program and completed at "Université de Moncton" with a concentration in finance and management.

1997 – 2006 **Professional Training**

→ Knowledge & Service Export	→ Small Business Marketing
→ Growth Management	→ Internet Design
→ Project Management	→ Music Placement
→ Internet Entrepreneurship	→ Music Export
→ Business Financing	

1999 – 2008 **Conferences & Speaker**
Participated or was invited as a guest speaker in a number of national and international business and music industry trade shows and conferences such as:

- FrancoCom 99 – Moncton
- PEI Business Week – Charlottetown
- Canadian Music Week – Toronto
- North by North East – Toronto
- East Coast Music Awards – Charlottetown
- PEI IT Week - Charlottetown