



# Haniel COMPAORÉ

Webmaster

30 years old G permit

## • PROFILE

With 8 years of experience in web development, I have developed in-depth expertise in using the WordPress CMS, as well as in search engine optimization (SEO) to maximize site visibility and performance.

+33 6 37 68 63 96  
haniel.compaore@gmail.com  
Rumilly, Haute-Savoie  
FRANCE  
French  
/haniel-compaore  
www.haniel-compaore.com

## • TRAINING

### SEO Training | 2023

Wizards Academy - MOOC

### Wordpress Training | 2016

Openclassroom - MOOC

### PHP and MySQL Training | 2015

Openclassroom - MOOC

### HTML and CSS Training | 2015

Openclassroom - MOOC

### Illustrator Training | 2014

Openclassroom - MOOC

### Photoshop Training | 2014

Openclassroom - MOOC

### Marketing Option Maturity | 2012

Lycée Charles Poncet Cluses - France

## PROFESSIONAL EXPERIENCES

### Webmaster & communications Officer

From 07/2023 to 06/2024

TEK Consulting & services | Geneva, SWITZERLAND

#### Tasks performed :

- Creation and Redesign of Websites :** Designed and redesigned 17 websites for businesses within the TEK Investment Group over 11 months, significantly improving their online presence and enhancing their visibility.
- SEO Strategy and Digital Content :** Developed a comprehensive SEO strategy, including keyword research, onsite and offsite optimization, creating briefs for SEO content, and managing link-building campaigns. These actions improved site rankings and increased organic traffic.
- Project and Content Management :** Supervised multiple web projects simultaneously, ensuring adherence to deadlines and the quality of deliverables. Developed and implemented content strategies for social media, enhancing user engagement and brand interaction.
- Visual Identity Creation :** Designed distinctive and cohesive visual identities for various entities within the group, strengthening their brand image and recognition.
- Ad Campaign Implementation :** Created and managed effective Google Ads campaigns for TEK Consulting, resulting in an influx of new clients and optimizing advertising return on investment.

### Founder

From 09/2016 to present

Webcrea74 - Web agency | Annecy, France

#### Tasks performed :

- Creation and Management of the Communication Agency :** Founded Webcrea74, a communication agency specializing in the development of the digital presence of local businesses and artisans. Responsible for the complete management of the agency, including client prospecting, project management, and partnership development.
- Website Development and Redesign :** Designed and revamped websites tailored to the specific needs of each client, using modern and functional designs to enhance user experience and strengthen the online presence of businesses.
- Search Engine Optimization (SEO) :** Implemented customized SEO strategies for each client to improve website rankings on search engines, increase organic traffic, and enhance online visibility.
- Visual Identity Creation :** Created or modernized clients' visual identities, including the design of logos, graphic charters, and communication materials, to strengthen brand image and ensure visual consistency across all communication channels.
- Strategic Consulting and Support :** Assisted clients in developing their digital strategy by providing advice on best practices in online communication, web performance optimization, and brand image management.

## • LANGUAGES

**French** Mother tongue  
**English** B1 level (In progress)  
**Spanish** Beginner

## • SOFTWARE

**WordPress**   
**Photoshop**   
**Illustrator**   
**InDesign**   
**Premiere Pro**   
**Final Cut Pro**   
**After Effects**   
**SEO Tools** 

## • REFERENCES

### Alain Michel TEKPO

TEK Consulting & services  
**CEO**  
9 rue Chantepoulet, Geneva, CH  
+41 7 88 94 24 27  
info@tek-consulting-services.ch

### Laurence DESOULIERE

Zeendoc by Sages Informatique  
**Marketing Director**  
Annecy, FR  
+33 6 09 95 20 06  
1pour3@gmail.com

### Sandrine CLARET

Independent  
**Web Writer**  
Annecy, FR  
+33 6 40 42 01 94  
sandrineclaret01@gmail.com

## • HOBBIES



SOCCER

NEW TECHNOLOGY

DRONES

## My clients :

### FC Coaching | Genève, Suisse

From 03/2024 to 05/2024

#### Tasks performed :

- **Logo Creation and Website Design** : Designed the logo and developed the website for FC Coaching, a company specializing in football coaching. The visual design was crafted to reflect the energy and passion of the sport while establishing a strong and cohesive visual identity from the launch.
- **Onsite SEO Optimization and Content Creation** : Implemented onsite SEO optimization of the website to enhance its visibility on search engines. Wrote and published SEO-specific articles related to football coaching, aiming to attract the target audience and strengthen FC Coaching's reputation in its field.

### ZEENDOC by Sages Informatique

From 05/2019 to 02/2023

#### Tasks performed :

- **Explainer Video Creation** : Designed and produced explainer videos to present the features of the software developed by the company. These videos were used as educational tools to help clients better understand and use the software, thereby enhancing the adoption of Zeendoc solutions.
- **Voiceover Management and Video Editing** : Sourced suitable voiceovers for the projects, recorded the voiceovers, and edited the videos. This task resulted in high-quality videos that met the company's professional standards.
- **Print Content Creation for Internal Communication** : Developed print communication materials for internal use, contributing to strengthening communication and cohesion within the company.

### 2J Impression - 2J International

From 09/2017 to 03/2019

#### Tasks performed :

- **Website Creation for 2J Impression** : Developed the website for 2J Impression based on the existing structure of 2J International's site. Integrated multilingual functionality to meet the needs of an international clientele, thus enhancing accessibility and user experience.
- **Explainer Video Creation** : Designed and produced explainer videos using After Effects, featuring animated graphic characters to illustrate the company's services and products, enhancing client engagement and facilitating understanding of the offerings.
- **Communication Materials Creation** : Designed flyers, banners, and roll-ups for product presentation at trade shows.

## HUMAN SKILLS

- Maintaining effective and transparent communication with clients, colleagues, and partners for project success.
- Ability to integrate technological innovations and proactively address clients' needs.
- Continuous willingness to strengthen and acquire new skills, particularly in cutting-edge technologies.
- Regularly tracking advancements in new technologies and artificial intelligence to stay at the forefront of the IT sector.
- Ability to lead projects independently, ensuring efficiency and achievement of goals.
- Aptitude to identify and resolve complex problems through an analytical approach.
- Ability to quickly adapt to technological innovations and proactively respond to client needs.
- Methodical and effective integration of artificial intelligence into projects to optimize processes and improve results.