

Julien Palier

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Innovative and results-driven content strategist leader with 15+ years of experience. Able to transmit a creative vision in a multi-cultural and fast-changing environment. Proven track-record of leading organization-wide initiatives, and creating efficient processes that are easily scaled and replicated. **Core competencies include:**

- Strategic Planning
- Content Strategy
- Project & Team Management
- Market Analysis
- Budget Management
- Multi-cultural Management
- Product Optimization
- Cross-Media Expertise
- Web Development (Tech & Methodologies)
- Digital & App Industry Expertise

Professional Experience

Softonic.com (02/2007 - 05/2015)

Softonic is the world's top online guide for software and apps. It operates in 10 languages and serves more than 100 million users per month. It is considered the 37th biggest internet company worldwide by Comscore.

Vice President Editorial (07/2013 - 05/2015)

In charge of the editorial strategy for the company, driving traffic and user acquisition, in collaboration with Marketing and product teams.

Lead the whole Editorial Department (75 people from 15 countries)

- Built brand visibility by increasing our quotation by 200% in mainstream media outlets
- Implemented new editorial structure, with creation of a dedicated Newsroom and expert Reporters
- Expanded our international network, building a full team from USA to Japan for 24/7 news coverage
- Implemented KPI models and tools (+20% increase in production in first Q of implementation)
- Diversified acquisition strategy by increasing our reach in other platforms (+50% increase in Social Media traffic)
- Expanded operations to increase our reach via Syndication Deals with Microsoft, NewsRepublic
- Launched Content Marketing initiative through Events creation and sponsorship
- Redefined Job descriptions, salary grid and incentive modelling for the department
- Created workflow and policies for collaboration with other departments (Sales, MKT, BDev)
- Implemented SCRUM & AGILE Methodologies into editorial workflows and tools
- Developed key relationships with Developers like AVG, Intel, Google, Rovio, etc.

Lead Content Director (08/2011 - 07/2013)

Under the supervision of the VP Editorial, lead the growth in specific markets.

- Lead Editorial Teams for EN, FR, IT, BR, DE languages, positioning Softonic in the industry Top 3
- Defined mid & long term content strategy, aligned with company mission & vision
- Aligned and optimized workflow and policies within local teams
- Appointed as one of the PR main contact for Softonic

Video Director (09/2010 - 05/2015)

Initiated and consolidate the video production, for B2C & B2B activities.

- Developed video formats for Softonic worldwide (10 languages, 100 million users monthly)
- Achieved Break-even after first year of operation
- Developed Content visibility and channels, achieving 30+ million views per month worldwide in 2014
- Selected and negotiated the video platform technical provider (BrightCove)
- Designed and lead the construction of 2 recording studios (80M2 set)
- Set-up innovative workflow to produce formats in multiple languages reducing time to market and costs

Director France – Softonic.fr (02/2007 - 09/2011)

Recruited to create the French version of Softonic

- Positioned Softonic.fr as one of the Top 3 leaders on its market in France
- Reached 30 million page views, 8 million users per month 3 years after launch
- Recruited and managed a team of 5 native French journalists, producing 20 articles a day
- Defined the SEO strategy for Softonic France, reaching 1st position on Google for our Top 10 programs after 6 months of implementation

Former Professional Experiences

France Télévisions

France Télévisions is the French public national television broadcaster. It is a state-owned company formed from the bringing together of the public television channels and its digital counterparts.

Editor in chief (07/2004 - 11/2006)

Worked for French TV production companies associated with France Télévisions.

- Lead production of a weekly 26 min show “Stars, etc.” for Swiss TSR and French TV5
- Coordinated a team of 3 reporters and 2 video editors
- Defined the editorial line and managing the relationship with PR contacts of luxury brands
- Produced content (planning, recording, editing) as a video-journalist

Web Project Manager (05/2002 - 05/2004)

- Managed the development and maintenance of websites associated with TV shows and special event like D-Day celebration, Tour de France.
- Built and managed the community for the French “Telenovela” Plus Belle La Vie: 3 million daily fans
- Produced content like daily blog posts, interviews, online chats and forum administration

WIND Magazine

WIND is part of Editions Nivéales, a French publishing house specialized in Outdoor Activities. Their portfolio includes titles like GEO and Grand Reporter and sums 12 magazines with more than 200.000 copies monthly on the French market.

Lead Editor (03/2000 - 08/2004)

- Delivered just in time quality content every month, 6 pages for 4 years
- Coordinated a network of 22 foreign editors for the magazine through chat & emails
- Ran a complete redesign of the 6 pages section (layout & content formats) in year 2

Education

Executive MBA (IESE Business School, Barcelona, 2010 - 2012)

Bachelor Degree in Journalism (CFPJ, Paris, 2002 - 2004)

Undergraduate Law School (University of Rouen, 2000 - 2002)

Language & Technology Skills

French (native), Fluent in English, Spanish, Italian

Public Speaking (Speaker and Jury of the Hackathon at GEN Summit 2014)

Proficient with Microsoft Office, Project, Adobe Softwares, Atlassian JIRA, HTML, XML, FTP

Trained to AGILE, SCRUM Methodologies