



Christian Benitez

DIGITAL EXPERIENCE & WEB PLATFORM MANAGER

Digital Experience & Web Platform Manager with over 10 years of international experience (France, United States, Mexico). Specialist in technical performance optimization, SEO, and increasing e-commerce conversion rates. Proven expertise in managing complex web platform ecosystems and aligning front-end architectures with digital marketing strategies.

CONTACT



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KEY ACHIEVEMENTS

- 10+ years of international experience
- 30+ WordPress sites managed simultaneously
- 20,000+ e-commerce products managed
- Professional experience in 3 countries
- Trilingual: FR / EN / ES

LANGUAGES

- Spanish: Native
- French: Professional Proficiency (C1)
- English: Professional Proficiency (C1)

PROFESSIONAL EXPERIENCE

Dixit Productions — Boulogne-Billancourt Webmaster / Web Integrator

2020-2025

- Secured and maintained a critical fleet of over 30 simultaneous websites, achieving a 99.9% uptime rate through the implementation of automated monitoring protocols and rigorous technical updates.
- Managed and scaled a WordPress multisite ecosystem of more than 30 websites.
- Improved loading speeds and user experience (UX/UI) across core platforms, reducing bounce rates by 15% through the optimization of JavaScript/jQuery scripts, CSS structure, and asset compression.
- Increased organic search engine visibility, generating a 20% increase in qualified traffic by conducting in-depth technical SEO audits and structural optimization consulting.

AGENCE RJS — Igny

Front-End Developer / Web Integrator

2019-2020

- Developed and integrated complex web interfaces, ensuring high fidelity to graphic mockups by utilizing a semantic HTML5/CSS3 architecture compliant with Responsive Design standards.
- Optimized cross-browser compatibility for large-scale projects, significantly reducing reported layout and display incidents.

Freelance / Independent Contractor – International (Mexico, USA, France) Web Developer / CRO Optimization / Digital Marketing Manager

2017-2026

- Delivered over a dozen custom web projects for international clients within agreed timelines and budgets by managing the entire project lifecycle, from technical specifications to deployment.

EDUCATION & CERTIFICATIONS

MASTER'S DEGREE – Digital and Web Project Manager
Esupcom Paris | 2018 – 2020

Professional Certifications:

- Google AdWords Certified
- Google Analytics Certified

PROFESSIONAL EXPERIENCE

WE TRANSLATE — Paris

Digital Marketing Intern

2018-2019

- Deployed the agency's paid acquisition strategy (SEA), maximizing advertising ROI on a continuously active Google Ads campaign through precise keyword targeting and ad optimization.
- Designed and automated email nurturing campaigns, increasing open rates by 12% through fine-grained prospect list segmentation and A/B testing on subject lines.

PIXELWORK AGENCY — Mexico

Web Integrator & CMS Trainer

2014-2018

- Digitalized complete physical catalogs for B2B clients into e-commerce platforms, driving the launch of thousands of product listings on PrestaShop and Magento by optimizing product database architecture.
- Reduced post-delivery support requests by 40% by creating and leading tailored training programs to ensure client autonomy on WordPress and PrestaShop.

GHG PLUMBING — Mexico

Web Administrator / Technical Support

2016-2019

- Administered and updated the Magento online store catalog, ensuring real-time accuracy for over 20,000 products by automating the integration of pricing, descriptions, and visual assets.

TECHNICAL SKILLS MATRIX

CMS & E-commerce Management	WordPress, WooCommerce, PrestaShop, Magento, CMS Management, Digital Catalogs.
Front-End Development	HTML5, CSS3, JavaScript, jQuery, Responsive Design, VS Code, Git, Clean Code.
SEO & Web Performance	Technical SEO, Organic Search Optimization (SEO/GEO), Screaming Frog, Core Web Vitals, Website Audits.
Digital Marketing & Data	Google Ads, Google Analytics, Digital Strategy, Conversion Rate Optimization (CRO).
Project Management	Stakeholder Management, Project Coordination, Complex Web Fleet Management.