



DELPHINE CAMBERLIN

Belgian in Spain
Remote / Hybrid

ES +34 604 145 044
BE +32 474 32 32 30

contact@delphinecamberlin.eu
www.delphinecamberlin.eu

DIGITAL PROJECT MANAGER - PRODUCT OWNER

eCommerce | Brand | UX/UI | SEO/GEO | CMS | Content Strategy | Web
+15 years of international experience across 8 countries

► Senior digital leader helping sustainability, eCommerce & brand-driven companies build & scale their digital presence

Open to full-time Long-term opportunity – Open to travel

SKILLS & TOOLS

Languages

- English ●●●●●
- French (Native) ●●●●●
- Spanish & Portuguese ●●●●●
- Dutch ●●●●●

Leadership / Strategy

- Stakeholder & Agency Management
- Digital Transformation & Migration

CMS / eCommerce / PM

- Trello / Jira / Confluence / Miro ●●●●●
- WordPress (Elementor) / Drupal ●●●●●
- Magento / InterShop / Shopify ●●●●●
- Magnolia/PrestaShop (Headless/Hybrid) ●●●●●
- HTML5 & CSS3 ●●●●●
- Excel / CRM / MySql ●●●●●

SEO/GEO

- GA4 / GSC / ScreamingFrog / Newsletter (MailChimp) / Heat Maps (Hotjar) ●●●●●

UX/UI / Photography / Video

- Photoshop / Illustrator ●●●●●
- Premiere Pro / Ai Tools ●●●●●

STUDIES

- 2005 ► 2006 Videography Courses Académie Royale des Beaux-Arts Liège, BE
- 2002 ► 2005 Graphic Design Degree École Supérieure des Arts Saint-Luc Liège, BE

TRAINING & INDUSTRY EVENTS

- 2025 Web Summit Lisbon
- 2025 Techstars Startup Weekend Malaga
- 2023 Artificial Intelligence training - Jasper
- 2022 Keywords Research - SEMRush
- 2022 Inbound & Content Marketing - Digital & Email Marketing - Hubspot Academy
- 2017 Design Thinking Innovation
- 2011 Integrator / Designer – Magento
- 2010 Photo Retouching – Cannes Film Festival

HOBBIES

Photography / Hiking / Rock Climbing / Salsa

EXPERIENCES & ACHIEVEMENTS

Head of Brand & Website (Co-founder) @Climate Tech Start-up (Confidential) 2024 ► 2026

Develop Brand Identity, website, and marketing strategy - Early team member

Operated in an early-stage governance model with board and investor exposure

- Design Logo & Launch the early-stage website introducing the team and goal
- Create content photo, videos, interviews for YouTube and LinkedIn channels
- Research and build database of target investors - Produce pitch and deck presentation
- Network and contact with first investors in various events (Web Summit Lisbon 2025...)
- ✓ Build brand presence & early-stage online visibility for a climate-tech start-up
- ✓ Website ranking on 1st Google page above the 'Sponsored results'

Websites Manager @Lavafields (via DEEL) 2024 - Remote

Audit of SEO, UX/UI, and Content to improve web performance

- Collaborate on the Shopify web dev and migration for Riviera & Bar
- ✓ Manage 11 e-commerce websites on various CMS (Fri-Fri, Simeo, Mill-norvege...)

SEO Content Strategist @Lottoland 2022 ► 2023 - Hybrid - Gibraltar

Improve English Content for the Indian & South African Markets

- Audit Website Content (Images, text, SEO, Videos...). Use AI technologies
- ✓ Boost Ranking on Google - Increase Natural visits on articles

Digital Marketing Manager @Soulev 2021 - Hybrid - Sintra, PT

Improve UX/UI, Content & Setup SEO from scratch (Wellness CBD Oil Industry)

- Lead Designer, Developers, Content Writer & Marketing Agency (Paid Ads campaign)
- Conduct Photo shooting / Analyze competitors / Develop Brand Strategy for social
- ✓ Ranking 1st page on Google after 3 months ✓ Achieve 10% more queries in 4 months

Web Project Coordinator @Nestlé 2019 ► 2020 - Lisbon, PT

Manage SEO, UX/UI projects & Quick-wins Croquonslavie.fr Ensure transition CLV > Publicis

- Follow-up Roadmap & Budget with Dev team & Webmaster. Manage JIRA and backlogs
- ✓ Improve Speed & Visibility. Resolve bugs

Online Content Marketer @Royal IHC 2017 ► 2019 - Rotterdam, NDLS

Launch MVP B2B eCommerce platform Shippupport.com (Intershop CMS)

- Brainstorm features to develop – Optimize SEO with Marketing Agency - Improve UX/UI
- ✓ Create Brand Pages - Automate pictures renaming with SKU
- ✓ Photo shooting of dredging parts: 3-4 angles of 50-100 products /day (bi-monthly shoot)

Digital Project Manager & Web Owner @Apollo Blinds 2014 ► 2016 - Sydney, AU

Create & Improve the Content & Navigation Apolloblinds.com.au

- Brainstorm stakeholders. Improve SEO. Set up Web Portal & Cloud. Organize access.
- ✓ Increase ranking: 40% Organic Traffic ↑ in 4 months + Bounce Rate ↓ from 40% to 20%
- ✓ Double monthly sessions in a year: from 10 000 to 20 000 sessions / per month

Web Content Manager @M&MElectro 2010 ► 2013 - Brussels, BE

B2C E-commerce website of home appliances based on the Magento CMS in FR & NL

- Benchmark of similar companies. Report CEO. Enhance SEO. Guide developer.
- Monitor quality. Advice marketing strategy / QA tester: Record all bugs
- Compose and rephrase emails & pages (HTML/CSS). Design lay-out (Banner, Newsletter)
- ✓ Manage +10 000 products. Newsletter to 15 000 users. ✓ Increase visitors and sales.

Web Project Manager @PUNCH Immo 2009 – BE

Sales Representative @Visibuzz 2008 – Belgium, Spain & Portugal

Business development across the Iberian Peninsula (AWEX + Belgian embassies)

- Contact daily by phone and mail with customers. Record all exchanges in the SugarCRM
- Create sale arguments / Mails Prospect / Meetings event companies / Revamp materials

Graphic Designer & Flash Animator @Miaki & Museum São Jorge 2006 ► 07 – Portugal