



Samuel Péan

PhD in Behavioral Science

Web & Social Analyst

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Skills



Languages



Interests

#Science #Analytics #Tech
#Behavior #Nature #Animals
#Environment #News #Politics

Hobbies



From PhD in Behavioral Science to digital communication...

*I used to track animal behavior on the field,
now I'm tracking consumer behavior on the web.*

Experience (1/2)



2017 – present

Web & Social Analyst

Adobe Analytics & Google Analytics:

- Tagging plan (conception & integration)
- Automated dashboards & reports
- On-demand extracts & analyses

Google Tag Manager:

- Triggers customization for Analytics
- Media tags implementation

Power BI (dashboarding):

- Analytics frameworks
- Development of dynamic dashboards based on site-centric and social metrics

NetBase (listening):

- Analyses of products' online reputation for brands and contestants
- Search for insights on specific topics for strategic planning



2014 – 2017

Digital Data Analyst

Adobe Analytics & Google Analytics:

- Tagging plan (conception & integration)
- Automated dashboards & reports
- On-demand extract & analysis
- Weekly / Monthly cross-channel reports with the media team

Google Tag Manager:

- Triggers customization for Analytics
- Media tags implementation

BIME Analytics (dashboarding):

- Analytics frameworks
- Connectors' setup (Adobe Analytics, DoubleClick Campaign Manager, DoubleClick Search, Facebook, Twitter, Instagram, YouTube)
- Cross-canal dashboards setup & design

Synthesio (listening):

- Analyses of products' online reputation for brands & contestants
- Collaboration with strategic planning to find insights on specific topics

Experience (2/2)



2014

Freelance Data Analyst

Google Analytics:

- Tagging plan (conception & integration)
- Automated reports
- On-demand extracts and analyses

Google Tag Manager:

- Triggers customization for Analytics

Programming:

- Chrome extensions (HTML, CSS & JS) based on Twitter & Dailymotion APIs



2008 – 2012

Research Engineer, PhD Student

Data acquisition:

- Video processing (both automatic and manual) to extract behavioral data
- Java and VB scripts writing for image analysis

Data analysis:

- Data treatment from raw coordinates to locomotor behavior
- Statistics using R, SPSS or Statistica

Management:

- Experimental planning setups
- Technicians and trainees management

Communication:

- Scientific articles and reports writing
- Oral communication in international congresses

Education

PhD in Behavioral Ecotoxicology, with Highest Honor

2012 – University of Sciences, La Rochelle

Master in Marine Ecology, with Honor

2008 – University of Sciences, La Rochelle

License in General Biology

2006 – University of Sciences, La Rochelle