

Jordan Ziouche

E-commerce Webmaster — WordPress • SEO • Applied AI

Marseille, France — Open to relocation nationwide | Driving licence (B) & coastal boating licence | Own vehicle
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PROFILE

E-commerce webmaster on a permanent contract, solely responsible for the digital ecosystem of a 5,800-SKU WooCommerce store. Full ownership: SEO, communications, photo and video content, social media, AI and technical administration. WordPress migration carried out independently, lifting the average Google position from 16 to 10 in one year. Designed an AI product-page pipeline now in production: 500+ pages, writing time cut by 4. Additional background in high-end property management and freelance web consulting. Native French, professional English (C1).

5,800

SKUS MANAGED

70K

ORGANIC CLICKS

500+

AI-GENERATED PRODUCT PAGES

x4

COPYWRITING PRODUCTIVITY

PROFESSIONAL EXPERIENCE

Webmaster — Nauti Boutique & Nauti Services, Marseille

Oct 2025 – Present

Permanent contract (CDI) | Marine equipment e-commerce, solely responsible for the online business

- Full WordPress/WooCommerce migration and redesign (Nov 2025): average Google position up from 16 to 10 in one year, season-on-season (March–June); site established in the top 10 by mid-2026; 2.5M impressions and 70K organic clicks over 16 months.
- End-to-end e-commerce management: 5,800-SKU catalogue (7,700+ with variations), ~300 orders per month, supplier purchasing and customer relations.
- Designed and put into production an AI product-description engine: 500+ pages, writing time cut from 20 to 5 minutes — roughly 125 hours saved.
- Email marketing: Brevo promotional campaigns and WooCommerce transactional emails via WP Mail SMTP.
- Photo and video content for the website, marketing campaigns and social media; management of brand pages.
- Product photography, professional retouching and creation of marketing materials.
- Technical administration: cPanel (DNS, SSL, backups, PHP), Cloudflare (CDN, caching, WAF), WordPress security and hardening, firewall management.
- Revenue held steady on a like-for-like basis in a sector down 17% (Fédération des Industries Nautiques, 2026).

Technical Internship — Nauti Services & Nauti Boutique, Marseille

Mar – May 2025 (3 months)

- Complete redesign of the Nauti Services website: WordPress, on-site SEO, product photography and creation of the media library.
- Visual optimisations on the Nauti Boutique website.
- Marine electronics: installations, sensor calibration and 12V/24V troubleshooting.
- Internship converted into a newly created permanent position: Webmaster (CDI).

Web & Content Consultant — Freelance

May 2021 – Sep 2025

Paris, Berlin, Lisbon, Geneva

- 6 websites delivered covering UI/UX, WordPress and Wix Studio, including LAB-Booking, Pour l'Art Pour l'Afrique, IconX World and Meca Services Nautic.
- Digital consulting engagements: Coach, Stables by PMU, Icon.X World and Drilllight.
- Content production: podcasts, reels, shorts, aftermovies, audio recording and mixing, event photography and video.

Property Manager — A Paris Comme Chez Soi, Paris

2012 – 2020 (8 years)

High-end apartment portfolio

- +20% occupancy rate through FR/EN listing copywriting, photography, multi-platform distribution and a website redesign.
- Technical coordination: contractors, maintenance, emergencies and works planning.
- Cost optimisation, contract negotiation and invoice control.
- Owner relations: reporting, prospecting, mandate signing and retention.

Event Organiser — Berlinons Paris, Paris / Berlin

2012 – 2019

13 events of up to 2,600 attendees

- Coordinated technical teams of up to 20 people and ran a 28K-follower Facebook community.

SKILLS & EXPERTISE

E-commerce & SEO

WooCommerce, technical and on-site SEO, Google Search Console, WordPress migration, catalogue management, product pages, product photography.

Infrastructure & Security

cPanel, Cloudflare (CDN, WAF), WordPress hardening, firewall, backups, monitoring.

AI & Automation

Product-description generation engine in production, Claude / Claude Code, ChatGPT, GLM, open-source models run locally, self-hosted Stable Diffusion, Claude integration in DaVinci Resolve.

Content Creation

Product, automotive and event photography; Lightroom, Photoshop, DaVinci Resolve, Premiere Pro, After Effects.

Web & Design

WordPress, Wix Studio, Figma, HTML/CSS (basics).

Email Marketing

Brevo, WP Mail SMTP, promotional and transactional scenarios.

Digital Communication

Social media, publishing, promotional visuals, Reels/Shorts, email campaigns.

Organisation & Technical

ClickUp, Notion, Asana, Slack, Google Workspace; marine electronics, 12V/24V troubleshooting, boat mechanics and maintenance.

EDUCATION

Marine Mechanics & Maintenance — INB, Concarneau

Sep 2024 – May 2025

- 8-month programme with a workshop placement in Port-la-Forêt: inboard diesel and outboard petrol engines, fault diagnosis; product expertise for the marine sector.

Administration & International Trade — UPEC, Créteil

2009 – 2011

- Two-year post-secondary level (Bac+2).

LANGUAGES & INTERESTS

Languages: French (native) · English (C1, professional)

Interests: automotive and product photography, track days, regional car meets and rallies, recreational boating, sim racing, 3D (Blender, Unreal Engine).