

Guillaume Lauglé

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Paris & Remote 

Digital Executive Producer freelance 

Certificate

2010 – 2011

Bachelor in internal/external communication projects manager
Institut des Médias de Paris (ISCPA)

Hard Skills

- Project & product management
- Team management
- Change management
- Monitoring & production software
- Strategic thinking ● User flows
- UX/UI abilities ● Design system
- Budget and vendor management
- Data analysis

Soft Skills

- Clear communication
- Consulting ● Problem-solving
- Adaptability ● Creative
- Organized ● Collaborative
- Multi-tasking

Languages

French (native) ● English (pro)

Hobbies



Experience

Digital Process Tools

2023 - today

Partner & Executive Producer

Digital Process Tools is a modular framework focused on freelance management. It standardizes a common product core and aims to become a scalable, automated SaaS that speeds up deployments and reduces custom work.

OriGLami

2016 - today

Digital Executive Producer

Specialist in designing, coordinating and delivering digital projects, with expertise at the intersection of team management, product design and internal process optimization. Strong ability to manage multiple projects simultaneously, structure teams, streamline collaboration and enhance operational efficiency. Approach focused on building high-performing, coherent and user-centric digital solutions.

Digital Village Paris

2020 - 2024

Digital Director

Led the coordination and staffing of a multidisciplinary collective of freelancers (creatives, UX/UI designers, developers, etc.) while managing project delivery and maintaining direct client relationships.

Projects highlights

2023 - today **Digital Process Tools**
for PublicisLive

Executive producing

Design and production of event-focused digital platforms aimed at improving project tracking for internal teams and enhancing the digital experience for end clients.

2023-2024 **CRBIP - Pasteur**

Digital producing

Supported the CRBIP (Institut Pasteur) in redesigning both its showcase website and e-commerce catalog, handling functional design, user journey definition, and end-to-end production management through to launch.

2023-2024 **Tylia Invest**

PMO

Launch of the BEA1 investment fund with BPI France

2022 - today **EDHEC Business School**

Digital producing

Continuous improvement of the EDHEC Online platform, including SEO/SEA optimization, the launch of new programs, the website's visual redesign, and CRO enhancements informed by persona analysis.

2021 - 2024 **Razorfish**

Executive producing

Executive production of complex digital projects, including management of on-site technical teams, product ownership for a DAM, and leadership of multidisciplinary teams (strategy, development, UX/UI, QA). Oversaw website redesigns and feature delivery for clients such as Renault, EDF, Puy du Fou, Moët Hennessy, Dior, Ma French Bank and Nissan Worldwide.