



Julien Vandanjon-Rancoule

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Digital Operations Director Profile

Personal Details:
French Passport • 2 Kids

Identifying and meeting business digital requirements / demands; establish and execute innovative solutions to improve business outcomes and deliverables.

Digital Workflows Engineer with extensive experience in project management, marketing, UX/UI digital architecture development, and movies, web designs, and user path creation. Repeated success in deploying, troubleshooting, maintaining, and upgrading technical systems, software, hardware, and networks. Proven track record of providing effective leadership and guidance to eclectic digital teams for assets workflows logistics, AI design / development processes, and quality standards implementation. Demonstrated background in Entertainment, Education, Marketing, and media. Excellent communicator with native proficiency in French, fluent in English, efficient in Spanish, and beginner in Dutch.

Areas of Expertise

- Digital Engineering
- Strategic Planning & Execution
- Budgeting & Cost Reduction
- Digital Campaigns Execution
- IT Testing & Troubleshooting
- AI/Digital Workflows
- Relationship Building
- Digitisation Automation
- Regulatory Compliance

Career Experience

Consultant Expert Media Workflows Digitaux, Hightekers

2020 to Present

Mission RTL BELGIUM Group : kindly cleanup the mess, document and drive the completion of a bogged down highly strategic project for the news production workflows. Firmly (re-)creating the link between developpers team, IT support and security officers, 3rd party software and hardware developpers, and journalists from various horizons. Prioritizing the tasks, challenging the UX/UI, identifying leaks in the workflows, building the KPI and monitoring interfaces, and preparing the delivery with future product owner and system administrators.

- Piloted the successful delivery of critical digital transformation of transmedia press editing environment (Radio, TV, Digital)
- Enabled futureproof hybrid digital assets management workflows combining professional broadcast equipment and new generation podcasts and streamers cross-channels.
- Accompanied AI International Press market watch, deontology guidelines drafting, and first industrial iterations involving global 3rd party contractants such as Adobe California and EVS Broadcast Equipment.
- GDPR Regulatory Compliance implementation in complex B2B+B2C high scale environment, collaboration with legal teams both on CMS and internal tracking workflows. Presence in International key events such as VISA pour l'Image (Perpignan-FR) and European AI Alliance Assembly (Madrid-SP)
- Training of Tier I to Tier 3 support Team, Key users and on-site evangelism in all company offices (Brussels Headquarters, Luxemburg, Namur, Charleroi, Liège)

Mission RODSCHINSON INVESTMENT : Evaluate and script all the workflows in the company, from offshore prospecting to customer journey via CRM, and archive digital management procedures. Lead, train, and guide a team of eight members, including executive assistants, marketing operators, community manager, designers, and product owner. Develop and facilitate a complete roadmap for remote video marketing automation.

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- Rebranded company with a clean and elegant Graphic chart; launched two web-portals in three languages and created core content for a 20 sectorial minisites galaxy.
- Enhanced traffic quality by 500% and social audience by 300%.
- Adopted audience tracking and conversion measurement procedures via market leading solutions such as ZohoCRM - SemRUSH.
- Hands-on on POC designs in HTML/CSS/Javascript/webVR toolboxing conception

Architect Digital, Self-employed

2019 to 2020

Planned and executed strategic business processes to improve customer experience, increase profitability, and improve competitive position. Devised and implemented leading-edge best practices for event, printed media, digital movie edition, digital workflows colour management, transmedia colour profile proofing, and photography lighting calibration. Monitored and improved production of exhaustive documentation, training support, e-learning material, and live pedagogy with B2B/B2C consumers.

- Monitored, upgraded, and improved all the major D.A.M. systems, contributing to an International Certification programme for digital assets management solutions.
- Created and facilitated workflow solutions for easy production of E-Learning CMS, interactive patrimonial and geographic documentation for foreign public universities of Indian Ocean - Laboratoire d'Ingénierie Pédagogique Capeline - Université de l'île de la Réunion - French Southern Offshore Territories. Project Obtained National Award for cultural education innovation and is still growing.

Media Workflows Engineer / Global Live Event, EEM World

2017 to 2018

Technologies: Broadcast truck + Livestream and IPTV VOD, Adobe Creative Suite Master Collection.

Delivered effective leadership to the creative team (journalists and editors). Performed various duties, including TV broadcast (Eurosport) motion design, press releases final editing, subtitling, and FTP delivery. Managed continuous Live events via powerful streaming systems and VOD instant replay databanking.

- Spearheaded Longines Masters EUROPE/USA/CHINA 3rd Season and Riders Masters Cup (EU/US) + Asia Horse Week (CH) Kick-Off projects.
- Delivered & backup 300+ movies to 200k+ simultaneous measured viewers at global scale.

Media Workflows Engineer / Digital Assets Logistics

Technologies: Basecamp, MS SharePoint, Planner, Pipedrive.

Steered and delivered digital media assets management foundation and overall digital transformation for clouded solution kick-off projects from conception to completion. Performed digital and non-digital archives thesaurus measurement as well as established and recommended formats / harmonisation standards. Conducted costing evaluation with a focus on cost reduction and control. Deployed and maintained hardware / software; executed training and development programmes.

- Recovered and managed 21M+ files from 12+ years of digital video archives in 14+ formats.

First Art Director / Online TV Series

Technologies: On-set Steadycam & Slow-Motion, Drone, multi-camera colour management.

Administered pre-production logistics and production service. Prepared and presented financial report for informed decision-making. Developed complete art direction of Film Crew & Drone Pilots in Animals vicinity, Extra Slow-Motion jump capture and Visual Effects and colour management on remote location.

- Managed in Lucy Davis' Eyes, 10 episodes web series with American Olympic show jumping medalist project.
- Drove process from scripting to editing and music integration for forked delivery online-TV, streaming service, and Squared Social Media recrop.

Digitization Automation Architect, STVA

2016 to 2017

Technologies: High resolution video to DAM System proofing, industrial lighting enslavement / mechanical automation.

Enabled successful transformation of automotive imagery to automation as well as improved workflows quality standards and architecture. Conducted effective analysis of existing processes for continuous process and performance improvement. Created and facilitated architecture design.

- Enabled unmatched cost-effective integration of enhanced Vehicle Studio requirements for 17 locations in Europe.

Scrum Master / Art Director, Greentropism

2015 to 2016

Evaluated and upgraded graphic chart; developed a responsive website from scratch. Led and guided developers / graphic team. Prepared and controlled documents; performed translation documentation of FR/EN. Performed usual responsive CMS integration Joomla/WordPress and sidebrand assets art direction (C-level Photobook, etc.).

- Prepared highly specific scientific topic: Visual Frequency Spectrometry analysis and rendering.

Lead Lighting Engineer, Compagnie Paradis Eprouvette

2012 to 2014

Developed and facilitated concert halls and Standalone lighting setups design. Ensured effective management and automation of on location live lighting. Collaborated with local sets techs, while managing occasionally sound.

- Spearheaded and completed Theater show lighting on Tour (France/Europe) and Festival d'Avignon Kids show lighting scenography projects under budget and time.
- Led first youth primed show at Philharmonie de Paris new facilities delivery in 2014.

Additional Experience

B2B-Science Photography Shop Manager and R&D Engineer, Prophot Group; Led and drove production project of the 1st European movie using 3D cinema techniques with DSLR Reflex Cameras; produced the POC for less than 20% of the usual budget required for this type of production (usually around 200 to €500K).

Digitization Automation Consultant, Aramisauto

Digitization Automation Architect, PixMyCar

Agile Project Management Evangelist, Orkis Systems

Digitization Automation Consultant, Objectif Bastille

Independent Filmmaker, CARGO Groupe / Provençale SA

Scrum Master - City Train Saas Ticketing Service, Undisclosed

Video to Stop-Motion Architect, Quiksilver Europe

Technical Advisor French Market Transition, Fotorobots

Quality Grading & Workflow Consultant, Spin36

Scrum Master / Project Manager : Research & Development, News Raccoon

Freelance Interactive Art Director, Steelcase

Education

Bachelor of Arts in Contemporary and Digital Arts

Ecole Supérieure d'Art de Perpignan

IT Engineering Associate's Degree - Génie des Réseaux

Université de Montpellier

Licenses & Certifications

Agile / Scrum & ITIL Certification, ongoing

Adobe Certified Master - Google Trusted Photographer

Local Guide Level 7 - + 27 millions pic views

Belgium certified Drone Pilot | Independent Press Card Accreditation