

Guillaume Belfiore

Communication & press relations · Technical writing · Editorial project management

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Profile

Tech journalist and editorial manager with nearly 20 years of experience covering cybersecurity, privacy and web services. As deputy editor-in-chief at Clubic, I lead the Software & Web Services editorial line (VPNs, antivirus, encrypted messaging and storage, hosting) and coordinate a team of writers and journalists. I can explain technical topics to a general audience, interview industry executives and spokespeople in both French and English, run cross-functional projects between the newsroom and the business side, and steer performance through KPIs and SEO. I work regularly with publishers' PR teams (press releases, interviews, embargoes) and with commercial partners on sponsored content.

Key skills

Communication and press relations: press and media relations · press releases (French, English) · embargo management · interviews with executives and spokespeople · community management (LinkedIn, Facebook, X/Twitter) · newsletters · internal and external communication · branding

Technical writing and content: technical writing and explanatory journalism · articles, in-depth features, hands-on reviews, explainers · product pages and software comparisons · editorial line · copy-editing and commissioning content · English–French translation · content strategy

Project and team management: editorial and cross-functional project management · team management (hiring, budget, planning) · editorial calendar · audits and benchmarks · KPI-driven management (Google Analytics, Tableau, Data Studio) · sponsored content and relations with commercial partners

SEO and digital marketing: editorial and technical SEO (topic clusters) · SEM (Google Ads) · Meta Ads · ASO · marketing automation · lead generation

Areas of expertise: cybersecurity · privacy and confidentiality · encryption · VPN · antivirus · secure messaging · online storage · open source · digital sovereignty · browsers · artificial intelligence

Tools: WordPress, Drupal, Django CMS · HTML, CSS, JavaScript · Jira · Adobe, Affinity

Languages: French (native) · English (bilingual, daily use)

Professional experience

Deputy Editor-in-Chief, Software & Web Services

Clubic · Lyon, France (hybrid) · January 2023 – present

- Defines and leads the Software & Web Services editorial line (VPNs, antivirus, streaming, web hosting, online storage, cybersecurity): choice of topics, topic clusters, SEO positioning.
- Manages the team of writers and journalists: hiring, editorial calendar, budget, commissioning and copy-editing.
- Technical writing and explanatory journalism on cybersecurity, encryption and privacy, across all formats: news, explainers, hands-on reviews, in-depth features, interviews.
- Carries out audits and benchmarks, and tracks performance and KPIs.
- Leads cross-functional projects (editorial / commercial): relations with commercial partners, management of sponsored content and sponsored sections.
- Press relations on the editorial side: regular exchanges with publishers' PR and communication teams, handling of press releases and embargo management.
- Interviews with executives and spokespeople from the cybersecurity, privacy and digital sovereignty sectors (Proton, Mozilla, Signal, Mullvad, Bitwarden, Nextcloud, Tuta, ANSSI...): around a hundred published since 2008.

Software Section Editor

Clubic · Lyon, France · April 2021 – January 2023

- In charge of Clubic's software download platform; management of the team of writers and journalists; KPI monitoring.
- SEO audits and competitive benchmarks.
- Editorial development of software profiles, comparisons and thematic selections; management of sponsored content.

Freelance Journalist and Editorial Strategy Consultant

Self-employed · July 2020 – April 2021

- Tech journalism for Clubic, Frandroid and Futura Sciences.
- Communication and marketing assignment for DWService (open source remote access software).

Digital Marketing & Branding Manager

Ripple Motion (Essence&CO app) · Nantes area, France · February 2020 – July 2020

Mobile app development agency, creator of Essence&CO (1.5 million active users).

- Content marketing and SEO: monitoring of the oil and automotive sectors, editorial strategy, media planning, content writing (Django CMS).
- Community management and press relations: Facebook, Twitter and LinkedIn communities, press releases, newsletter (Mailgun), user relations, feedback tracking and bug tracking (Jira).
- Analytics and reporting: traffic of the mon-essence.fr website (Google Analytics) and mobile platforms (Firebase, App Store Connect, Google Play Console).

Digital Manager (freelance consultant)

EdenHappy (children's events agency) · Lyon, France · October 2018 – October 2019

- End-to-end digital strategy: specifications, wireframes, WordPress site, editorial and technical SEO.
- B2B lead generation (mailing, marketing automation), SEM and social advertising (Google Ads, Facebook and Instagram Ads), social networks, Google Analytics.

Internal / External Digital Communications Officer

APRIL Santé Prévoyance (insurance group) · Lyon, France · September 2018 – September 2019

- Managing the intranet (Jalios) and updating three sales tools and extranets for brokers (Drupal, DotNetNuke).
- Editorial planning, article writing, internal and external newsletters (Salesforce Pardot, Cabestan), multimedia content (Photoshop, Illustrator).

Digital Communication & Web Development (volunteer)

DWSservice (open source remote access software) · July 2017 – December 2018

- Website redesign, official blog, press releases in English, community engagement.

Freelance Tech Journalist

Self-employed · January 2017 – August 2018

- Writing for Frandroid, Futura Sciences...; SEO optimization; consulting on editorial strategy and social media.

Web Journalist

M6 Web · Clubic.com · Lyon, France · August 2008 – November 2016

Clubic.com, French-language tech magazine: 5 million unique visitors per month.

- Multimedia content for consumers and professionals; editorial line, audience tracking, editorial projects.
- Preparation and transcription of interviews (English, French); coverage of conferences and trade shows (MWC, LeWeb...).
- Testing and evaluation of hardware and software products.

Earlier career

Freelance writer and translator (2006 – 2008): VNUnet.fr, MobiFrance, SVM Mac, OpenSource Magazine; translations for TechCrunch France and Tom's Hardware Guide.

Freelance front-end web developer (2005 – 2015): responsive interfaces on various CMSs (WordPress / WooCommerce, Tumblr) for small businesses in the United Kingdom, France, Belgium and Austria.

Educator and boarding-school supervisor – Lycée Le Loquidy (secondary school), Nantes, France (2002 – 2007) ·

French teacher – Brighton Central School District, New York, United States (2001 – 2002).

Education and certifications

MBA Digital Marketing, Data Strategy & UX (digital communication and strategy manager) – INSEEC U, Sup de Pub – 2019

Bachelor's degree in English (Foreign Languages, Literature and Cultures) – University of Nantes – 2002

Certifications: Google Analytics (2017) · Fundamentals of Digital Marketing, Google / IAB · Tournier-Monter (video shooting and editing), INA (2014) · Microsoft MVP (2004 – 2005)