

VINCENT LELEUX

E-commerce & Digital Content Integrator

WordPress · WooCommerce · SEO · AI-Assisted Content · Bilingual FR/EN · Remote

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PROFILE

E-commerce & Digital Content Integrator with 20+ years of experience at the crossroads of development, design and business. I'm now looking for a stable, permanent, remote position where I can bring my expertise in WordPress front-end development, API/webhook integrations, and AI-assisted bilingual content production to a team for the long term.

Latest project (2024-2025): solo design and launch of a complete e-commerce store — WooCommerce setup, bilingual SEO content production, payments (Stripe), and AI-assisted content production.

Native French / fluent English (C1-C2, 11 years in London). Based in France, 100% remote.

EXPERIENCE

E-commerce & Digital Content Integrator

Jan 2024 – Present

Freelance · Bergerac · Remote

- Full management of an online WooCommerce store — product catalog, pricing, product pages.
- Bilingual (FR/EN) content production including sales pages, articles, and email sequences.

Visual Artist & Creative Director

Sep 1992 – Present

Self-employed · Remote

- Independent long-term practice spanning fine art, photography, and editorial design. Trained at ERG (École de Recherche Graphique, Brussels) — 5-year fine arts degree.

Web Developer & Digital Consultant

Jun 2019 – Dec 2023

Leleux.com · Self-employed · European Economic Area · Remote

- Front-end development, WordPress integrations, and API connections for clients across Europe.

Front-end Developer

Jan 2008 – May 2019

Epsilon / JD Sports / Google (via London Systems Group) · Contract · London, Manchester, UK · On-site

- Front-end development for several major UK clients and employers over 11 years in London.
- Epsilon / Google: built email marketing campaigns for Google departments.

Web Developer & Digital Consultant

Sep 2001 – Dec 2007

Leleux.com · Self-employed · Brussels, Belgium and Montpellier, France · Remote

- Independent web development and digital consulting for small and medium businesses across Belgium and France: website creation, email marketing, digital solutions.

EDUCATION

Master in Fine Arts (Structural Systems & Visual Research)

Sep 1987 – Jun 1992

Institut Supérieur Libre des Arts Plastiques — École de Recherche Graphique (erg), Brussels

Bachelor's Foundation in Social Communications

Sep 1985 – Jun 1987

Institut des Hautes Études de Communication Sociale

SKILLS

WordPress · WooCommerce · SEO · AI-Assisted Content · API/Webhook Integrations · Front-end (HTML/CSS/JS) · Stripe · Bilingual FR/EN Content Production