ALEXIS CARDIN

Informatique

CONTACT

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PROFILE SUMMARY

Experienced and results-driven Marketing Manager with a proven track record in developing and executing successful marketing strategies. I am seeking a challenging role where I can contribute my skills in strategic planning, team leadership, and creative problem-solving to achieve business objectives.

EDUCATION

2022 - now
CEGEP ANDRE LAURENDEAU

- DEC en informatique

2010 - 2014
BORCELLE UNIVERSITY

- Bachelor of Business Management
- GPA: 3.8 / 4.0

WORK EXPERIENCE

Borcelle Studio   2030 - PRESENT
Marketing Manager & Specialist

- Led the development and implementation of comprehensive marketing strategies that resulted in a 20% increase in brand visibility and a 15% growth in sales within the first year.
- Successfully launched and managed multiple cross-channel campaigns, including digital marketing, social media, and traditional advertising, resulting in improved customer acquisition and retention rates.

Fauget Studio   2025 - 2029
Marketing Manager & Specialist

- Conducted market research to identify emerging trends and consumer preferences, providing valuable insights for product development and positioning.
- Oversaw the creation of engaging content for various platforms, collaborating with internal teams and external agencies to ensure brand consistency and relevance.

Studio Shodwe   2024 - 2025
Marketing Manager & Specialist

- Developed and executed targeted marketing campaigns, resulting in a 25% increase in lead generation.
- Implemented SEO strategies that improved website traffic by 30%, enhancing online visibility and positioning the company.
- Collaborated with sales teams to create effective sales collateral, presentations, and promotional materials.

SKILLS

- Project Management
- Public Relations
- Teamwork
- Time Management
- Leadership
- Effective Communication
- Critical Thinking

LANGUAGES

- Java
- JavaScript
- Python