



CHARLINE BRES

DIGITAL MARKETING



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Driver licence



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ABOUT ME

I am an aspiring Digital Marketing professional, set to complete my master's degree in Digital Marketing in September 2024, following a rewarding 2-year traineeship at Saint-Gobain, SEFPRO. Eager for a new challenge, I am actively seeking a Digital Marketing role through the French V.I.E program.

SKILLS & TOOLS

Webanalytics & SEO



CMS

Drupal 7.8.9.10:

- design
- publishing
- lead management

Microsoft office 360



UI



Ticket management



CRM

Salesforce:

- lead management,
- reports,
- dashboard,
- ticket management

PAO



Languages

- French: Native
- English: Fluent
A year in Ireland
- Italian: Professionnal

Asset management



Emailing

GetResponse:

- content,
- design,
- analytics

and enthusiastic to discover more...

EDUCATION

Master of Digital Marketing

Institute of Business Administration, FRANCE

Bachelor of Marketing Business

Technological University of Dublin, IRELAND

Bachelor of Applied Foreign Languages

Université Paul Valéry, FRANCE

English & Italian

EXPERIENCE

SUMMER JOBS

2019-2022

Carrefour, Grand frais, E.Leclerc, Marie Blachère, pâtisserie-chocolaterie

- Cashier, Bakery assistant, Waitress, Shelving employee

DIGITAL MARKETING SPECIALIST

Saint-Gobain, SEFPRO

Sept. 2022 - Sept. 2024

- **Website optimization:** Lead management, publishing, co-writing with SEFPRO stakeholders, integration of a new BU
- **Launching of a customer portal:** Tests UX-UI, Agile method, Specifications, Ticketing, Training sessions to onboard internal users (change management), Communication campaign both internal and external (worldwide), Tutorials supports
- **WebAnalytics:** Dashboards, KPIs, GA4 tracking plan (+85% of sessions)
- **Digital Assets Management:** Restructuration of Asset bank, review copyrights, search naming
- **SEO strategy:** Publishing SEO oriented articles, SEO on-page (+23% of site health), Backlinks strategy

PROJECTS

- One-year experience in Ireland
- Participation at CES, Las Vegas
- Website portfolio (In Progress)
- Google Analytics certification