



CHARLOTTE DEMARET

FULL-STACK WEB DEVELOPER

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ABOUT ME

Always enthusiastic, I'm also creative and love using logic to solve problems, that's why I started learning coding after 7 Years working in marketing. My previous experiences allowed me to work in team and made me both users and results oriented.

EDUCATION

• Le Wagon - Tokyo (2021)

#1 web development bootcamp in the world
Full-stack Web developer, coding bootcamp

• ESCP Europe (2013-2014)

Master's degree in Marketing & Communication

• Paris-Dauphine University (2008-2012)

Master's degree in Marketing & Strategy

TECHNICAL SKILLS

- Ruby
- Rails
- HTML5
- CSS/SCSS
- Javascript
- React
- PostgreSQL
- Git/Github

LANGUAGES

- French : native
- English : fluent
- Spanish : intermediate
- Japanese : beginner

INTERESTS

Sports :

- Running & swimming in competition
- Mountain hiking

Oenology :

«Ecole du vin» Level 2 certificate
(French wine school)

WEB DEVELOPMENT PROJECTS

Food on rails

A web-application which analyse the "healthier" options you have around you in "unhealthy" situations (as fast-food)

www.food-on-rails.com

// Rails, Ruby, CSS, HTML, Javascript

Y'all rides

A website which permits to rent cars from particular people very easily

yall-rides.herokuapp.com

// Rails, Ruby, CSS, HTML, Javascript

OTHER EXPERIENCES

FDJ (French lottery) - PARIS - 2013 April / 2020 Dec

• Brand and content marketing manager

- Develop and execute communication plans that maximize brand performance and revenue for the instant games category
- Manage and track A&P budget (6M€) to meet brand priorities

• Strategy & customer experience manager

- Conduct detailed analysis of customer data to develop a deep understanding of consumers and highlight the main strategic challenges
- Orchestrate 2018-2020 marketing action plan in a customer oriented-way and coordinate with all departments involved

• Product development manager

- Contribute to growth by driving new product launches and renovate pillar products for instant games range (Turnover :7B€ in 2018)
- Manage two assistant product managers

UNILEVER - PARIS - 2014 July / 2014 December

• Assistant product manager (Skip Laundry)

- Manage local adaptation of product and advertising materials
- Conduct detailed data & market analysis, based on panels

SEPHORA (LVMH) - PARIS - 12 June / 13 June

• Product development manager

- Make strategic recommendations about the annual action plan (portfolio management and new concepts)
- Follow up product development projects on body category