



# CLAUDIA BAXMANN

DIGITAL MARKETING & E-COMMERCE

## GET IN TOUCH

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## SKILLS

- Langues : French, Italian, Spanish
- Software : Adobe Creative Cloud, Microsoft Office Suite, Prestashop, Mailjet, Wordpress
- Areas of Expertise : Digital Marketing, Communication, E-commerce, Project Management, Management, Web-design, Motion design

## CERTIFICATIONS



## WORK EXPERIENCE

### DIGITAL MARKETING AND E-COMMERCE MANAGER

*Enjoy Mon CSE | 2019 - Today*

- Develop a communication and digital strategy
- Monitor the results of the different actions or campaigns and make them progress
- Analyze, monitor and improve the Enjoy Mon CSE website through SEA and SEO work
- Monitor the market and the competition
- Choose the most relevant messages and media, test them, ensuring consistency between message, corporate image and strategy
- Produce the supports and update them: photos, catalogs, videos, flyers ...
- Inform and train the sales and partnership team
- Develop and animate the e-commerce site: UX, UI, emailing campaign,...
- Develop and animate social networks: contests, partnerships, ...

### DIGITAL MARKETING CONSULTANT

*DédicaCE, Mérignac | 2018-2019*

- Management and animation of the e-commerce site
- Creation and monitoring of partnerships
- Creation and management of social networks
- Production of supports (flyers, power point, ...)
- Management of the website dedicace-ce, etc...
- Customer service and after-sales service management

### COMMERCIAL ASSISTANT

*Ecofisc, Bordeaux | 2017-2018*

- Implementation of the financing assistance program
- Customer relationship monitoring
- Organization and follow-up of commercial actions
- Implementation of commercial dashboards
- Commercial prospecting with wine companies, etc...

## EDUCATION HISTORY

### MASTER IN WEB BUSINESS

*ESCEN, Bordeaux | 2018 - 2020*

### MASTER IN INTERNATIONAL LAW

*Université de Bordeaux | 2017-2018*

### BACHELOR IN ECONOMIC AND SOCIAL ADMINISTRATION

*Université de Bordeaux | 2015-2017*

### PREPARATORY CLASSES OF GRANDES ECOLES

*Lycée René Cassin, Bayonne | 2014-2015*

### HIGH SCHOOL DIPLOMA IN ECONOMIC

*Lycée Saint-Caprais, Agen | 2011-2014*