




Damien Delonglée

PERSONAL DETAILS

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PROFESSIONAL OBJECTIVE

Trained data analyst with expertise in data analysis and visualisation, interactive dashboard development and marketing project management. Passionate about using data to improve strategic decision making.



Explore my projects and analyses in data science at [my online portfolio](#).

TECHNICAL SKILLS

Programming languages
Python, SQL, Advanced Excel

Data Visualization
Power BI (DAX included),
Tableau/Looker Studio

LANGUAGES

French: Native
English: Fully fluent

ACTIVITIES AND INTERESTS

Running, Tennis, Badminton

References available upon request

WORK EXPERIENCE

From May 2023

CITEO

MARKETING DATA ANALYST

- Extracted, cleaned, and structured content consumption and customer satisfaction data from various sources to make it actionable.
- Developed and managed dynamic reports and dashboards (Power BI) to visualize and track key performance indicators (KPI) in real-time.
- Automated data flows using scripts (Google Apps Script, Python) to enhance data processing efficiency and reduce manual tasks.
- Conducted analyses and provided technical recommendations based on these data to refine offering strategies and improve service personalization.
- Coordinated with marketing teams and technical experts to deploy marketing strategies and optimize data sharing.

January 2021 - May 2023

CITEO

MARKETING PROJECT MANAGER

- Developed and executed multichannel marketing strategies (digital, print, event) in coordination with subject matter experts.
- Wrote and produced marketing content, including articles, videos, and podcasts.

August 2019 - August 2020

AMUNDI

PART-TIME STUDENT - MARKETING PROJECT MANAGER

- Developed and managed integrated marketing strategies in collaboration with the sales department.
- Monitored and analyzed marketing campaign performance using analytical tools and adjusted actions to maximize ROI.

September 2017 - July 2018

CLEAR CHANNEL

PART-TIME STUDENT - COMMERCIAL PROJECT MANAGER

- Produced marketing materials (sales literature, product sheets, etc.).
- Analyzed multi-channel communications and conducted competitive marketing intelligence.

EDUCATION AND CERTIFICATES

IBM Data Analyst Professional Certificate (December 2023 - May 2024) - Coursera
Skills: Data analysis and visualization with Excel and Python, SQL, dashboard creation with Power BI

Google Data Analyst Certificate (July - December 2023) - Coursera
Skills: Data analysis, Python, SQL, R, Looker Studio

Master's Degree in Global Management (Magistère Track) (2019 - 2020)
Université Paris Dauphine-PSL
Skills: Marketing, Business Analytics, Project Management, Communication, Accounting, Corporate Social Responsibility (CSR)

Master's Degree (Exchange Program) (2018 - 2019)
Wilfrid Laurier University, Waterloo, Ontario, Canada
Skills: Project Management, Strategic Analysis, Data Analysis, Marketing (B2B, Services, etc.)

Bachelor's Degree in Management (2017 - 2018)
Université Paris Dauphine-PSL

Preparatory Class Economics & Management (2015 - 2017)
Lycée Victor & Hélène Basch, Rennes