


# MARGAUX ZURATAS

Seeking new opportunities abroad in Marketing & Communication 

6 rue Alexandre Dumas, 75011 Paris, France | +33686273634 | [margauxzurataspro@gmail.com](mailto:margauxzurataspro@gmail.com) | [www.linkedin.com/in/mgxz](https://www.linkedin.com/in/mgxz)

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## PROFESSIONAL EXPERIENCE

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**Strategist assistant** – [SIDLEE](#) (*Kuy collective*), Paris, France

July – December 2023

*Creative agency*

- Contributed to strategic branding and marketing initiatives.
- Conducted research and analysis to inform strategic decisions.
- Collaborated across teams to align with business objectives.
- Supported creative teams in executing branding strategies.

Industries : Retail, optical, car, travel, fintech, edtech, video games, wine & spirits

**Assistant account manager** – [RE-MIND PHD](#) (*Omnicom Group*), Paris, France

6 Months - 2021

*Media agency*

- Implemented media plans and conducted reporting and data analysis for online advertising campaigns across all digital channels.
- Provided recommendations based on campaign performance and competitive intelligence.

Clients : SKODA, BIOCOOP, French Football Federation

**Assistant marketing & communication** – [AD4GOOD](#) (*Ginger Ad*), Paris, France

2 Months 2020

*Startup, solidarity advertising agency*

- Chief Executive Officer's right-hand person
- Marketing and communication strategies, recruitment, web writing

**Associative coordinator** – [AVST](#) (*Voluntary action for the survival of the Earth*), Lomé, Togo

1 Month 2020

*Associative Coordinator*

- Coordinated partnerships, fundraising, and community management.
- Supervised volunteers and trainees.

Covid 19 crisis : An overwhelming and shortened stay in Togo. We set up an annual production of AVST soap in order to create an income-generating activity for the association and women in the Lankouvi district.

**Mediator-Coordinator** – [COEXIST](#) (*Civic Service*), Paris, France

8 Months 2019

*Partner association of the Ministry of National Education*

- Interventions in French high and middle school, volunteer management, planning, canvassing, administration, events organization, training.

## EDUCATION & HONORS

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**EDHEC Business School**, Lille, France

2021 – 2023

**M2 Marketing Management - Concentration in Services & Entertainment**

2022-2023

Master thesis (Qualitative research) : How can brands use nostalgia to market actions with Gen Z for products they didn't experience? - Illustration with the resurgence of vinyl 18/20

Leadership Certification with EDHEC & [PotentialLife](#) (90h): The art of listening, the art of questioning, the art of dialogue, reflexive leadership as a manager coach, the art of reflexivity

**M1 Double Degree with Ecole W - BBA, majoring in International marketing strategy** 2021-2022

**ECOLE W (CFJ Group - Paris-Panthéon-Assas), Paris, France** 2019-2021

**Bachelor's degree in Marketing and Communication, minor Luxury**

100% project-based pedagogy - Graduated with jury congratulations - Head of the year

**HEC, Jouy-en-Josas, France** 2020

**Academy - "Becoming a creative & innovative entrepreneur"**

**SORBONNE NOUVELLE, Paris, France** 2018-2019

**Foreign and Regional Languages, Literatures and Civilisations**

English, minor french literature

**ISTH, Paris, France** 2016-2017

**Preparatory class Political Sciences**

## **SKILLS**

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**Languages:** French (native); English (fluent)

**Technical:** PowerPoint, Keynotes, Excel, Outlook, Word, Google Drive, Google Analytics Certification

## **LEADERSHIP ACTIVITIES & INTERESTS**

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PR & Volunteer at [Automatic Events](#) : Series of events showcasing electronic music artists 2022-Today

Head of communication UNESCO antenna, [Sorbonne for the United Nations](#) 2018-2019

Music, cinema, travel , tennis, swimming, horse-riding