

INIA MUNIFR

Digital Marketing & Fullstack Developer

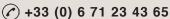
Looking for a permanent contract or a V.I.E from March 2018

Specialized in Digital Marketing and Product Management. Did a 2 months bootcamp at Le Wagon to learn Ruby on Rails, HTML, CSS and JavaScript. My experiences abroad inspired me to begin an international career. I would enjoy to work in a company where I could feel challenged and develop my skills set as well as my strategic capabilities.

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EDUCATION

Le Wagon Coding Bootcamp - BALI Fullstack developer coding bootcamp 2018

SKEMA Business School - CHINA & USA Master of Science in Digital Marketing & Project Management

Master thesis: « Focusing on digital communities, could the systemic analysis method be a differentiating lever in the strategic optimization of members engagement? » 2015 - 2017

Dublin Business School - IRELAND Bachelor in Marketing Honours 2014 - 2015

ESC Clermont - FRANCE Bachelor in International Management 2012 - 2014

SKILLS

- Marketing Strategy in Lead Generation
- Google Adwords & Analytics specialist
- Ruby on Rails, JavaScript, HTML & CSS
- · SQL, APIs, GitHub, Bootstrap, Heroku
- · Adobe Photoshop / InDesign
- · Salesforce

VOLUNTEERING

Communication designer

HAND IN HAND - CHINA - 2015

- Involved in a fund raising supporting a school of immigrant children.
- Designed the sales communication materials.

PROFESSIONAL EXPERIENCES

Growth Hacker

WORK4 - Paris

From July to December 2017

- Planned, managed and monitored mass e-mailing acquisition campaigns
- Managed SalesForce leads and contacts database.
- Supported Sales New Business.
- Monitored sales activity, and analyzed pipeline performances.
- Webinars' organisation and backup.
- Developed and owned digital content creation project (blog, corporate website and social networks).
- Planned and designed Product Revamp' materials.

Junior Consultant

LE VILLAGE GRAPHIC - Sophia Antipolis

From September 2016 to April 2017

- Analysis and diagnostic of the company and its environment.
- Implemented a digital strategy and a communication plan (editorial strategy and planning + email marketing campaign).
- Developed a commercial platform for services exchange between the members and the clients of the company.

Digital Angel & Bank Receiptionnist

BNP PARIBAS - Clermont Ferrand

August 2015

- Achieved the Digital Angel program by training 4 employees to the digitisation of the firm in 1 month (mobile and e-commerce).
- Day-to-day tasks and operations (money transfers, stock management).

Trainee Sales Assistant

MAUBOUSSIN - GALERIES LAFAYETTE - Clermont-Ferrand From June to August 2013

- B to C sales in luxury jewellery, resulting in revenues growth (+240% in August).

LANGUAGES

 French Native language

 English Fluent (listening, speaking, reading, writing)

 Spanish Intermediate (listening, reading); Basic (speaking)

INTERESTS













