



SONIA MONTERO

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 Receptionnist

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

