

Amandine Leroy

France | Female | 25

Target MSc: Marketing

PROFESSIONAL EXPERIENCE

Marketing Assistant - Retail Brand (Feb 2021 - Aug 2023)

Coordinated marketing campaigns across social media, email, and online channels

Monitored campaign performance and prepared reports for management

Created promotional materials and supported event marketing initiatives

Assisted in content planning and digital branding strategies

Sales Advisor (part-time) (2019 - 2020)

Assisted customers in store, promoting products and services

Provided feedback on product performance and customer preferences

Supported in-store promotional events

EDUCATION

BTS Communication, Lycée Voltaire, Paris, 2018 - 2020

Specialized in communication, digital marketing, and campaign management

SKILLS

Digital marketing, campaign coordination, content creation, Canva, Excel

LANGUAGES

French (native), English (intermediate)

PERSONAL INTERESTS

Branding, social media trends, content creation, visual storytelling