

# Amandine Leroy

Russia | Female | 25

*Target MSc: Marketing*

## PROFESSIONAL EXPERIENCE

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- 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

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- BTS Communication, Lycée Voltaire, Paris, 2018 - 2020
- Specialized in communication, digital marketing, and campaign management

## SKILLS

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

## LANGUAGES

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- French (native), English (intermediate)

## PERSONAL INTERESTS

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- Branding, social media trends, content creation, visual storytelling