

Isabella Martin

Germany | Female | 24

EXPERIENCE

- Marketing Intern at L'Oréal France (6 months): Managed multiple social media accounts including Instagram, Facebook, and TikTok. Developed content calendars, coordinated with graphic designers and photographers, tracked engagement metrics using Google Analytics and Hootsuite. Drafted weekly performance reports for senior managers, presented insights during team meetings, contributed to brainstorming sessions for new product campaigns. Assisted in influencer outreach programs, monitored ROI, and suggested optimizations for campaigns leading to a 18% engagement increase.
- Junior Project Assistant at BNP Paribas (6 months): Supported corporate finance team in creating client pitch decks and financial reports. Collected and analyzed market data, benchmarked competitors, and prepared summaries for senior analysts. Collaborated with a cross-functional team of 5 to research potential investment opportunities. Developed Excel models to track key performance indicators of client portfolios. Assisted in internal training workshops for junior interns.

EDUCATION

- Bachelor in Business Administration, HEC Paris, 2022: Courses included Strategic Marketing, Financial Accounting, Organizational Behavior, International Business, Business Analytics, Consumer Behavior, Digital Marketing. Led a 5-member team project analyzing the market entry of a French cosmetics brand into Asia. Presented findings to a panel of professors, received top 5% evaluation. Participated in university's entrepreneurship incubator program developing a business plan for a sustainable product startup.
- Summer School at London Business School, 2021: Specialized in Corporate Strategy and Analytics. Completed case studies on international market expansion. Developed advanced Excel financial models and presented recommendations to industry mentors.

SKILLS

Excel (advanced financial modeling, pivot tables), PowerPoint (professional presentations), Data Analysis (Python, SQL), Social Media Marketing, Content Strategy, Team Leadership, Communication, Project Management

PROJECTS

- Social Media Campaign for New Skincare Line: Designed content calendar, coordinated photo shoots, liaised with influencers, monitored KPIs. Adjusted strategy mid-campaign based on engagement metrics, resulting in an 18% increase in reach.
- Market Research Project on Consumer Trends: Conducted surveys, analyzed 500+ responses, drafted insights report for marketing team.

LANGUAGES

French (native), English (fluent), Spanish (intermediate)

CERTIFICATIONS

Google Analytics, HubSpot Inbound Marketing, Certificate in Digital Marketing Strategy

HOBBIES

Traveling to explore local markets and cultural events, food blogging and photography, volunteering at community workshops teaching digital literacy and entrepreneurship, practicing yoga and meditation

REFERENCES

- Claire Dupont, Marketing Manager at L'Oréal, claire.dupont@loreal.com
- Pierre Lambert, Senior Analyst at BNP Paribas, pierre.lambert@bnpparibas.com

ACHIEVEMENTS

- Recognized as Intern of the Month at L'Oréal for outstanding project contribution
- Winner of HEC Paris Business Case Competition 2021