

Melodie Miribel

Digital Project/Account Manager

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London, UK

EXPERIENCES

Affiliate Account Manager (FR market)

January 2020 / Today - Webgains, London

- Act as an expert between clients' strategic objectives and publishers' network
- International lead for some tech clients
- Develop and increase e-commerce sales value of brands' portfolio: Average +30% per year
- Manage clients' technical issues, transactions, data-feeds and tracking set-ups
- Develop and maintain strong and regular relationship internally and externally with teams, clients and partners

Business Analyst (Mission)

January 2019 / September 2019 – Kairos, Caribbean Islands

- Conducted market researches, build market analysis and business plan

Digital Account/Project Manager (US and CAN markets)

September 2017 / June 2018 - Dialekta, Montréal

- Managed project through: Active monitoring, strategy creation, quality/budget/performance/deadlines follow-ups
- Act as a coordinator between teams internally and externally
- Managed digital campaigns from brief to final delivery: plan, create, configure, track and optimise
- Accompanied, recommended, developed, managed and retained clients' portfolio
- Built solid cross-platform analyses reports through requirements and KPIs
- Led internal trainings on Google Data Studio

Data analyst

June 2017 / September 2017 - Dialekta, Montréal

- Learnt how to use marketing digital platforms and tools
- Analysed, configured and optimised digital campaigns through different verticals
- Built weekly/monthly reports and recommendations for dedicated clients

Executive CEO Assistant (Mission)

August 2015 / April 2016 – Chantal Royer, Montréal

- Created brand identity and awareness through visual identity and content creation
- Defined business model and strategic thinking
- Managed and developed offers and partnerships

EDUCATION

UX Design – Career Foundry (certificated)

August 2020 / Today

- Theoretical courses and practical application through every UX design steps of a project
- Specialising in coding

BAA Business Administration – HEC Montréal

August 2013 / June 2017

- Marketing & Entrepreneurship

AWARDS

Prize Winner - HEC Montréal x Dialekta

- Brand extension: Development of a digital strategy through a narrative framework

Second place and Jury's favourite prize - HEC Montréal x Le Cirque du soleil

- Immersive brand experience: Event, multidimensional and sensory entertainment product



I have 4 years of experience working on digital strategies through data analysis, and coordination of cross-functional teams. I became proficient in responding to business requirements with a customer oriented approach and in finding stakeholders consensus. The advance of new technologies and digitalization has fostered my desire to develop these skills further.

BUSINESS SKILLS

Business & client strategies
Analytical & Result driven
Project & time management
Client & user-oriented
Attention to detail
Team player

MARKETING TOOLS

Google Analytics
Google ads
Social media ads
Google Data Studio
Programmatic
Microsoft Office

UX SKILLS

Competition analysis
User Research
Information architecture
Wireframing
Prototyping & User testing
Agile methods
Usability & Accessibility
Qualitative analysis
Quantitative analysis

UX TOOLS

Illustrator, Indesign
InVision
Sketch, Figma
Proto.io
Adobe XD
Flowmap
Balsamiq
HTML/CSS

LANGUAGES

French ■■■■■
English ■■■■
Spanish ■■