

# Margot LEPIZZERA

Motivated 23 year old business student in final year of Master at Ecole Centrale Paris.  
Looking for a full time position from May 2018.

## EXPERIENCE

### Marketing Manager | SoBus | July – September 2017

- SEO improvement: landing pages creation, partnerships setup (startups, hostels, tourism offices).
- PR management.
- Content creation: newsletter, blogposts, social media, etc.
- Customer service.

### Data Storyteller | Deezer | July – December 2016

- Crunched & analyzed data to support needs of PR projects (Hive).
- Automated answers to recurring needs by creating automated extracts and dashboards (SAS, Tableau Software).
- Developed the corporate data culture by making access to KPIs easier (Tableau Server).
- Took part to a user clustering project aiming at breaking users into segments depending on their favorite music genres (Python, Jupyter Notebook, Linux).

### Junior Marketer | Dataiku | January – June 2016

- Supported the creation and deployment of marketing campaigns: creating the campaign outline from scratch, producing content (blogposts, technical guides, etc.) and properly diffusing it.
- Supported the organization and the animation of events in both Europe and the USA.
- Extracted valuable data from Dataiku's website log files to get a clear view of the website's visitors activity.

### Business Developer Junior | Shotguntheapp | May – June 2015

- B2B relationships: commercial prospection & portfolio management and development.
- B2C relationships: street marketing, organization of beta-test events.

## EDUCATION

### Ecole Centrale Paris | Since September 2017

Final year within the MSTM – Mastère Spécialisé in Technology and Management.

- Autonomous Driving Data Collection Project (with Renault)
- Blockchain Project
- Alumni Association

### Concordia University – JMSB | January – June 2017

Academic exchange – Innovation Marketing, Business Statistics & Entrepreneurship, GPA: 3.74/4.

### Neoma Business School | Since September 2014

Master Degree in Management, English Track.

### Lycée Berthollet | 2012 – 2014

Preparatory Classes – Two-year intensive program preparing for the national competitive exam to enter top business schools.

### Lycée de la Versoie | 2012

Final high school examination with highest distinction.



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## SKILLS

### COMPUTER SKILLS

Microsoft Office	ADVANCED
Google Suite	ADVANCED
MailChimp	MEDIUM
ActiveCampaign	MEDIUM
Hubspot	MEDIUM
Photoshop	BEGINNER
Tableau (Software)	MEDIUM
SAS	BEGINNER
SQL/Hive	MEDIUM
Python	BEGINNER
HTML/CSS	MEDIUM

### LANGUAGES

**French:** mother tongue

**English:** fluent, 7.5/9 (IELTS test)

**German:** working knowledge, C1-1  
(Universität Bayreuth Summer School – August 2013)

**Italian:** working knowledge

**Spanish:** basic notions

## INTERESTS

- Modern Art
- Skiing
- Soccer
- Treasurer @BDI (Bureau De l'International) – 2015  
Student association in charge of welcoming Exchange students