

Cloé Maës

Unit 7 580 Nepean Highway. 31 96 Bonbeach. Victoria

Tél : +61437695381

6, July 1987 E-mail : cloe.maes@gmail.com

Marketing and Communication Project Manager

EDUCATION



- **University of Lille – Sept 11-June 12:** MBA (Masters) in Web marketing.

Thesis: The emergence of cross-channel strategy: a convergence to an unique business model.

- **University of Burgundy – Sept 10 – June 11:** Graduate Diploma specialised in International Communication Strategy.

Project: Communication missions for an English school located in Paris and Geneva ("Anglais Oral Accélééré").

- **University of Angers - Sept 09 – June 10:** Bachelor Degree specialized in business tourism.

Subjects studied: Management / Marketing services / Consumers' behaviour.

- **International English School (Education First) - Sept 08 –May 09:** 3 months in New York/ 5 months in Chicago.

Subjects studied: Business English / Current Events / American Culture / TOEFL preparation

- **University of Lille – Sept 06- June 08:** Two-year Graduate Diploma in Information and Communication.

Project: Organisation of a conference about globalization in Africa, in association with Oxfam France.

- **Efficom – Lille, Sept- 05-June 06:** One year course in applied arts and design softwares applications.

Subjects studied: InDesign, Illustrator.

- **Lycée R. Queneau, Sept 04- June 05:** French Diploma in Literature with optional Maths (Senior Secondary Certificate of Education)

PROFESSIONAL EXPERIENCE



- **Carrefour Supermarket – Sainghin en Weppes, Sept 12:** Management and Customer service assistant.

- **Webdistrib.com – Wasquehal, Oct 11 – May 12:** Internship - Direct Marketing Manager.

Development and implementation of a strategic plan. SEO and Community Management. Elaboration of a loyalty program. Management of promotional emails campaigns. Post campaign analysis and reviews. Return of investment (ROI) calculation and communication. CRM Management.

- **Auchan Drive France – Villeneuve d'Ascq, April-Sept 11:** Internship – Public Relations Coordinator.

Implementation and management of street marketing missions. Direct marketing recruitment. Organisation and management of the inauguration of a new distribution concept "Auchan Drive". Reviews and analyse of the competition. Direct reporting to the Board. Press release and press kit execution.

- **Terres Basques – Business Travel Agency – Biarritz, March to May 10:** Internship - Commercial Assistant.

Organisation of an European congress (EHMA). Direct customer relations. Estimate calculation.

- **Forum Départemental des Sciences – Villeneuve d'Ascq, April-May 08 :** Internship - Communications Assistant.

Creation and implementation of a full media plan. Improvement of the internal communication.

- **Cinema Le Méliès – Villeneuve d'Ascq, June-July 07:** Internship - Public Relations Assistant.

Improvement and management of communication media for a transfert of activity.

- **SNCF –Lille Europe Train Station - July- August 06 to 10:** Seasonal worker.

Customers' relations service. Ticket Collector.

- **Cité Numérique – Villeneuve d'Ascq, May 06 :** Internship - Visual communication.

Assistant photographer for "La Redoute" (Fashion and decoration magazine)

OTHERS SKILLS



→ **Languages:** *French:* native speaker. *English:* fluent. TOEFL IBT: 92/120 (2009). *Spanish:* basic.

→ **Computers:** Proficient in Excel, MS Word, Power Point. Knowledge in In design/Illustrator, Web analytics (G. A., Xiti), Email marketing platform (Splio)

→ Clean driving licence

REFERENCES

- **M Verhulst Nicolas :** Director of Webdistrib.com

nicolas.verhulst@webdistrib.com

- **Mrs Benoit Anne :** Customer Relationship Marketing Director of « Auchan Drive »

anbenoit@auchan.fr

- **Mrs Neumann Catherine:** Agency Director of "Terres Basques"

cneumann@terresbasques.com

- **Mrs Derambure Fabienne:** Communications Director of "Forum Départemental des Sciences"

fderambure@cg59.fr

ACTIVITIES AND INTERESTS

→ **Arts:** Cinema (60's and 70's movies). Museums (architecture and paintings). Literature and specialized magazines in marketing.

→ **Travels:** USA, Canada, China, Spain, Turkey, Venezuela, Italy, Greece, Australia.

→ **Sports:** Trekking. Swimming.