

# TIPHAINE HERON

## EDUCATION

2018-2022	<b>ESSEC BUSINESS SCHOOL</b> Grande Ecole Master in Management
2021	<b>CAMPUS DE LA TRANSITION</b> Summer School Oikonomia
2018	<b>NANTERRE UNIVERSITY</b> Double Licence of French Comparative Literature and Anglophone Studies
2015-2018	<b>LYCÉE SAINT MARC</b> CPGE B/L Preparatory Class to "Grandes Ecoles", Social Studies specialization
2015	<b>EXTERNAT SAINTE MARIE</b>

## SKILLS & LANGUAGES

	<b>French</b> Fluent
	<b>English</b> GMAT Score : 720/800 TOEIC Score : 990/990
2021	
2018	
2015	Cambridge English Test Diploma Certificate in Advanced English (Grade A)

## SOFT SKILLS

Initiative Taker  
Emotional Intelligence  
Team worker  
Good writer & speaker

Proficiency with the Microsoft  
Office Pack  
Proficiency with Lightroom  
Good knowledge of Shopify Plus  
Good knowledge of the CRM Drip  
Climate Fresk Facilitator

## EXPERIENCE

<b>DALMA</b> - French Pet Health Insurance Start-up Inside Sales - Freelance - 1 month-long mission Called around 100 leads per day to guide them through the compagnie's offer.	<b>November 2021</b> (1 month)
<b>MOODZ.CO</b> - French Period Underwear Start-up Customer Experience assistant manager - 3 months Answered clients' tickets on Zendesk and Gist Chat (60 a day on average) Created an Excel file extracting valuable data on returns, defect products, lost parcels and their costs, updated every week Set up a communication process in order to relay clients' feedback to the R&D team every month Benchmarked and set up a referral program Shopify & Website Manager - 3 months Updated on a daily basis the website and management of minor bugs Undertook diverse projects : VAT management, new product offers set up, cookies management, ... Worked constantly on improving the website UX	<b>July -December</b> (6 months)

<b>BRUNSWICK GROUP</b> - Communication Strategy Consultant Intern / Trainee Executive in Brunswick Arts Daily press monitoring for more than 20 clients, daily contact with journalists Held a medialog and created press reviews for 3 clients Participated in the elaboration of 2 communication strategies and analysis of their results Participated in the international press trip organization of FIAC 2019 and press release writing of Fondation Louis Vuitton's 2019 exhibition	<b>July -December 2019</b> (6 months)
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<b>RENE FURTERER</b> - Luxury Haircare Brand Part-time Junior Consultant, as part of a school-monitored project Developed a solution in response to the mission given by the enterprise Presented relevant statistic analysis and data interpretation Benchmarked the concurrence regarding the mission Offered a clear solution with 3 scenarios	<b>January-June 2019</b> (6 months)
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## ACTIVITIES AND HOBBIES

<b>ESSEC TRANSITION</b> - Students collective aiming to help ESSEC's ecological transition Helped organize the first Student Association COP Raised awareness around Student Mobility' impact	<b>2021</b>
<b>MUSICAL</b> - Musical Association at ESSEC Managed a 3 500€ budget to conceive and deliver 24 costumes, creative props and background Created an entire plot through Team Work and in spite of COVID. It resulted in a "semi-professionnal" show at famous Parisian theater La Cigale.	<b>2020</b>
<b>Ecology, Theater, Literature, Mountain hiking</b>	