



ROSELYNE MAHÉ

WEB CONTENT MANAGER

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Brand Content

E-Commerce

International Environnement

Driven and detail-oriented marketing content manager with solid experience in content optimization and e-commerce. I analyze consumer behavior and expectations to produce engaging digital content, that will raise brand awareness and increase consumer conversion.

Strong ability to work with teams and multi-tasks projects under strict deadlines.



WORK EXPERIENCE

BIC (Stationery, Lighters, Shavers) – Clichy (92)

DIGITAL PRODUCT CONTENT MANAGER – Digital & E-commerce Center of Excellence | 2017 – 2019

Support the company in its omnichannel development strategy by managing e-commerce content -incl systems & processes -at a global scale:

- Creation of the master content for B2B and B2C in French and English, on the 3 segments of products (stationery, lighters and shavers), for various e-retailers, with a focus on Amazon:

- More than 300 products, i.e. around 5.000 product sheets
- + 20% increase in content score on Amazon in 2018

- Participation in the launch of BIC's own e-commerce website: bic.com; website architecture, customer journey (UX), content creation.
- Coordination, animation and training of local teams to ensure content quality and consistency across countries.

MARKETING COORDINATOR – Marketing Europe | 2013 - 2016

- Assist in the implementation and European roll-out for new content platforms (PIM/DAM)
- Coordinate marketing activities and new product launches (15 to 20 per year).
- Improve processes: creation of automated workflows to order European and local lighters' sleeve decors (\pm 200 / year).
- Operational support for the 16 European subsidiaries.

MARKETING ASSISTANT – Marketing MEA | 2007 – 2012

- Develop sales and product information tools: websites dedicated to the sales force and to the training of the 85 distributors (110 countries) and the 4 subsidiaries, product sheets, catalogs, newsletters.
- Operational marketing and budget monitoring.
- Organize and coordinate business seminars in France and abroad: South Africa, Dubai, Lebanon, Morocco, Mexico...

MARKETING ASSISTANT – Marketing Europe | 1999 – 2007

- Support the marketing team in the creation of launch tools and 360° strategy.
- Market analysis and reporting: set up the European shaver Nielsen consumer panel and write a bimonthly summary note.
- Organize the Paperworld fair in 2000, 2001 and 2002 (budget 1 M€).

DANONE (Fresh Dairy Products) – Levallois (92)

EXECUTIVE ASSISTANT – International Marketing | 1998 – 1999

INSTITUT XERFI (Economic Sector Work) – Paris (75)

RESEARCH ANALYST | 1997 (6-month contract)

- Conduct and publish 2 sectoral studies: stationery wholesale trade and leather goods retail trade.



EDUCATION

MSc IN ECONOMICS – Paris Dauphine University | 1995 - 1996



EXPERTISE

WEB CONTENT

- Editorial strategy
- Branding & Identity
- Content design (video, text, graphics)
- Search Engine Optimisation (SEO)
- Content localization and syndication
- Coordination of the providers
- Digital Asset Management (PIM/DAM)
- Web user experience: customer journey, personas, user testing...
- KPIs' Monitoring (Google Analytics...)

MARKETING

- Digital marketing acumen: social media, audience engagement, SEA...
- Proposal of strategic development axes
- Market research
- Analysis of consumer distributor panels (GfK, Nielsen)
- Creation of visibility tools: POSM/POP, ...

COMMUNICATION

- Creation of promotional materials: flyers, photos, product sheets, catalogs ...

ORGANIZATION

- Project management
- Productivity: meeting deadlines, priorities, budget
- Payroll and budget
- Change management
- Process improvement
- Event administration and organization: fairs, product launches, seminars, training

LANGUAGES

- Fluency both verbal and written in English (C2): daily professional use

SOFT SKILLS

- Attention to detail
- Organization
- Proactivity
- Teamwork
- Creativity
- Flexibility
- Curiosity