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|  | **Roselyn Mahe**  Paris, France  rmahe@outlook.fr • 07 83 77 34 29 • Roselyne.Mahe  Personal Details:  date of birth • place of birth • nationality  Female • civil status | *Photo*  *Goes*  *Here* |

Web Content Manager

*Champion of social media tools and technologies, with an extensive experience in creating and implementing engaging digital content that result in maximizing brand awareness. Ability to develop and execute a proactive, social content calendar, managing all phases digital marketing initiatives from concept through delivery and optimization. Skilled in analyzing the competitive marketplace and follow content marketing trends for developing and continually evolving content strategies, both short and long term, as well as with creating compelling messages for different target demographics.*

— Areas of Expertise —

Content Development | Brand Development & Promotion | Digital Marketing Acumen

Search Engine Optimisation | Animation & Graphics | Team Training and Leadership

Digital Asset Management | Change Management | Continuous Process Improvement

Professional Experience

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

**Digital Product Content Manager – Digital & E-commerce Center of Excellence**  2017 – 2019

Provide essential support to company’s omnichannel development strategy by promoting e-commerce content through appropriate distribution channels to ensure maximum brand awareness and exposure at global scale. Determine the optimal approach to coordinate and train local team members in all aspects of digital content development, including animation for producing consistent quality content and maximize value proposition across all countries.

*Key Accomplishments:*

* Distilled complex subject matter into engaging B2B and B2C strategies in French and English on the 3 segments of products (stationery, lighters and shavers), for multiple e-retailers, such as Amazon, resulting in 20% increase in content score in 2018; more than 300 products, around 5.000 product sheets.
* Assisted in the launch of BIC’s own e-commerce website: bic.com; areas of expertise include: website architecture, customer journey (UX), and content creation

**MARKETING COORDINATOR – Marketing Europe** 2013 – 2016

Worked with marketing department for the implementation and European roll out for new content platforms (PIM/DAM). Managed marketing strategy, schedule and coordinate content development requirements for 15 to 20 new products per year, prior to launch. Demonstrated operational service excellence providing support for 16 European subsidiaries. *Could you tell me a little more about your day-to- day responsibilities in this job?*

*Key Accomplishments:*

* Boosted productivity, efficiency, and customer satisfaction by creation of automated workflows for ordering European and local lighters’ sleeve decors (± 200 / year).

**MARKETING ASSISTANT – Marketing MEA** 2007 – 2012

Managed multiple marketing projects simultaneously, within budget, on time, and met quality requirements. Administered and organized the arrangement of business seminars in France, South Africa, Dubai, Lebanon, Morocco, and Mexico *what did the result in?*

*Key Accomplishments:*

* Implemented learning technology by developing sales and product information tools, such as product sheets, catalogs, newsletters, and websites dedicated to sales force and to the training of 85 distributors from 110 countries and 4 subsidiaries.
* *Please provide me with your key accomplishments/contributions for this role; anything that we can measure with $, %, or # would work great!*

*Additional Experience as* ***Marketing Assistant – Marketing Europe*** *at BIC,* ***Executive Assistant – International Marketing*** *at Danone (Fresh Dairy Products) – Levallois, and* ***Research Analyst*** *at Institut Xerfi (Economic Sector Work).*

Education and Credentials

**Master’s Degree in Marketing & Economics**

Paris Dauphine University – City, Location

**Post Graduate Degree in Economics**

Paris Dauphine University – City, Location

**Inbound Marketing** – Hubspot

**Languages:**

**French**: *Native |***English**: *Level C2*

Professional Development:

Marketing Digital: Webmarketing – Talenco