

✓ Personal Skills

Organized
 Self-learner
 Team-player
 Motivated
 Detail oriented

⚡ Skills

Digital:

Google Analytics,
 AdWords, Adobe
 Analytics, Qualtrics,
 HTML, CSS

Social:

Adobe Social, Hootsuite,
 Hubspot

Data:

R, Tableau, SPSS,
 SAS, SQL

Design:

Photoshop, InDesign,
 Illustrator



Google Analytics

Google Analytics IQ
 Certified



Inbound Marketing
 Hubspot Certified



Business Analytics
 Certificate

Work

Dassault Systemes - Waltham, MA

July-Dec 2015

Digital & Social Media Marketing Intern

Contribute to the strategic development and execution of North America digital activities.
 Support the Event team by creating promotional artwork and writing copy.
 Manage and coordinate publishing and communication efforts and create performance reports.
 Shadow the Digital Marketing Manager to set up, execute, and analyze paid search efforts through various channels such as Google AdWords, LinkedIn Sponsored InMail, and Promoted Tweets.
 Led a comprehensive analysis and review of inbound marketing activities
 Executed an Account Based Marketing program by building email newsletters with personalized and effective messaging.
 Create social media engagement and awareness by providing and distributing content for 3DS social media properties using Adobe Social.

Thoughtlight - Boston, MA

May-Nov 2015

SEO Specialist

Responsible for the search engine optimization of clients' websites in order to optimize traffic.
 Ensured continued high rankings by monitoring keywords and writing appropriate meta-descriptions and SEO tags.
 Built email newsletters and performed A/B testing for subject lines.
 Ran promotional social media campaigns for clients' events using Hootsuite.

Center for Marketing Technology - Waltham, MA

Sept. 2014-Oct 2015

Graduate Assistant

Conducted research and focus groups for clients such as Converse, Sperry, New England Coffee, Keolis, Shark Ninja...
 Collected and analyzed qualitative and quantitative data to perform statistical analysis and create reports to illustrate findings.
 Tutored students in statistical analysis and marketing research.
 Managed the CMT presence on social media.

Angelo Rugs - Courtray, Belgium

June 2013-Dec 2013

Marketing & Communication Intern

Developed and managed an e-commerce website. Increased traffic by 75% and sales by 50% by leveraging SEO, Google Analytics, and customer relationship
 Created and developed marketing materials (catalog, point of sale advertising, labels)
 Contributed to the launch of the new collection (product development and pricing)
 Organized private sales events online

CAS Corporation - St. Ouen L'Aumône, France

May-July 2011

Sales & Marketing Intern

Assisted in the introduction of new products (promotion, distribution and pricing)
 Created marketing supports for the sales team
 Developed a direct-mail campaign for 200 clients

Education

Bentley University Graduate School of Business - Waltham, MA

Dec 2015

Master of Science in Marketing Analytics

NEOMA Business School - Rouen, France

May 2014

B.Sc. in International Business - Marketing

Bentley University - Waltham, MA

Sept 2011-May 2012

Exchange Year