

# CAMILLE REY

• Junior Front-End Developer •

## ABOUT ME

Former CRM Manager converted into web development. Now I am focused on front-end development in React.

## SKILLS

**Front-end:** React, JavaScript, Tailwind CSS

**Back-end:** Ruby on Rails

**Other:** Postgresql

## WORK EXPERIENCE

- Jun- Dec 2023      Teaching Assistant - Le Wagon**  
Assist students in solving challenges and understanding core concepts
- 2017 - 2022      CRM Marketing Manager - Auto1 Group**  
CRM Marketing and Email Deliverability
- Create, monitor and optimize weekly B2C campaigns
  - Deliverability optimization for campaigns and transactional emails
  - Mockup and creation of new email templates
  - Development of automated lifecycle communication (email and SMS)
  - Implement the company's new brand strategy in all CRM communication (new design, wording, segmentation...)
  - A/B testing (segmentation, design, content...)
- Jul-Dec 2016      CRM Marketing Intern - Thomas Cook**  
- Create weekly B2B newsletters for more than 450 travel agencies  
- Manage an emailing program for participating agencies, including weekly newsletters, database management, and performance report
- Feb-Aug 2015      CRM Marketing Intern - Ponant**


## EDUCATION

**2023 • Le Wagon Web Development Bootcamp - Berlin**

**2015- 2016 • Master of Science Hospitality & Tourism Marketing & Management - Toulouse Business School, France**

**2013 - 2015 • Bachelor Marketing and Communication in the Tourism Industry - Institut Limayrac, France**

## INFO

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-  [camille-celine](https://github.com/camille-celine)

## LANGUAGES

French (mother tongue)  
English (C2)  
German (B2)  
Spanish (B2)