

CAMILLE REY

• Junior Front-End Developer •

ABOUT ME

After 4 years of experience in CRM Marketing, I decided to go from building emails templates and lifecycle to coding websites and become a front-end developer.

PORTFOLIO

F.R.I.E.N.D.S Quote Generator: Fetch quotes from the F.R.I.E.N.D.S TV series and vote for your favorite ones.



camille-celine

WORK EXPERIENCE

Jan- June 2021 Teaching Assistant - Le Wagon

Assist students in solving challenges and understanding core concepts

2017 - 2020 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

2020 • 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

SKILLS

Programming Languages

Front-end: React, JavaScript, Bootstrap, CSS, HTML

Back-end: Ruby on Rails

Other: Postgresql

Languages

French (mother tongue)

English (C2)

German (B2)

Spanish (B2)