

CAMILLE REY

CRM MARKETING MANAGER

INFO

ADDRESS

Petersburgerstr, 23, Berlin, 10249, Germany

EMAIL

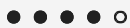
camille.celine.rey@gmail.com

SKILLS

Experian



Tableau



Microsoft Excel



Google Analytics



HTML/CSS



SQL (MySQL)



LANGUAGES

French



English



German



Spanish



EMPLOYMENT HISTORY

Deutsch Intensiv Sprachkurs, Deutsch Akademie

Berlin, Germany

Jul 2019 — Jan 2020

Current level - B2.1

CRM Marketing Manager, AUTO1 Group

Berlin, Germany

Sep 2017 — Jun 2019

- Define, implement and monitor automated email and SMS communication throughout the customer life cycle across 4 markets (France, Belgium, Italy & Sweden)
- Adapt the company's new brand strategy in all CRM communication (design, wording, segmentation...)
- Analysis and Reporting to improve KPIs and deliverability
- Extensive A/B testing (design, wording, segmentation, frequency...)
- Create email templates and content

CRM Marketing Manager - Intern, Thomas Cook

Paris, France

Jul 2016 — Dec 2020

- Create weekly B2B newsletters for more than 450 travel agencies
- Manage an emailing program for participating agencies, including weekly campaigns, database management, and performance reports
- Create and plan email and SMS campaigns for Thomas Cook, Jettours and Aquatour brands

CRM Marketing Manager - Intern, Ponant

Marseille, France

Feb 2015 — Aug 2015

- Database management
- Campaign segmentation
- Report and Analysis of customers' satisfaction (weekly reports to key stakeholders) and retention.
- Assist the improvement of the loyalty program (Benchmark and Analysis)

EDUCATION

MSc in International Tourism Marketing & Management, Toulouse Business School

Toulouse, France

Sep 2015 — Aug 2017

Bachelor Marketing and Communication in the Tourism Industry, Institut Limayrac

Toulouse, France

Sep 2013 — Aug 2015