



# CAMILLE DU PONT

## WEB MARKETING & E-COMMERCE

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**in** camille-du-pont



Driving  
Licence

<https://camillepont.github.io/camilledu-pontcv/index.html>

### EXPERIENCES

#### Marketing Asisistant -Apprenticeship

**Cargill Beauty**

| sept. 2018 - aug. 2019

- **Organization of external events** (customer workshops, B2B trade shows) & internal
- **Creation of marketing medium communication** (brochures, posters, presentations ...)
- Provide **internal communication** with sales and innovation teams on marketing activities
- **Keep a watch on trends**
- **Analyze product launches** to provide data and analysis
- **Analyze market figures, make recommendations**

#### E-commerce Assistant - Apprenticeship

**Un Jour Ailleurs**

| sept. 2017 - sept. 2018

- **Implementation of the animation plan for the website** (creative briefs, visualization and price rules setting, merchandising) and optimizations needed to increase the conversion rate
- **Online release of the product catalog** (product descriptions, prices, photos ...)
- **Organization of seasonal shootings** of all products
- **Competitive watches and benchmarks** (social networks, features, content, promotions ...)

#### Digital marketing manager - Internship

**Albert Roger France**

| janu. 2016 - july 2016

- **Support of the launch** in mass retailing and on Internet of several brands of innovating cosmetics (Makeup Revolution, I Heart Makeup, Freedom makeup as well as Color B4)
- **Web and Social Media Management:** Follow-up of social networks and interactions with bloggers and influencers (obtaining contests and testimonials from several major influencers).
- **Follow-up of e-commerce customers**, comparators and marketplaces.
- **Marketing and commercial follow-up with the brands:** realization of marketing and sales support. Track sales. Follow-up of referencing and launches.

### SKILLS



### LANGUAGES



### EDUCATION

**Master Degree- International Marketing of Perfumery and Cosmetics**

**ISIPCA/ESSEC/UCP** - 2018-2019

**Master Degree- Digital Marketing**

**Institut Mines Télécom (Former Télécom école de Management)**- 2013-2018

Academic Semesters in New York and Virginia Tech (USA).

Bachelor's degree in 2016.

### INTERESTS

