

Look for an apprenticeship contract – Master 2 – Marketing ISIPCA

CAMILLE DU PONT



INFORMATION

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08/14/1994 (23 years old)

Driving licence

www.linkedin.com/in/camille-du-pont

<https://camillepont.github.io/camilledupontcv/index.html>

COMPUTER SKILLS

Magento / PowerPoint / Word / Excel / Photoshop / Adobe Premiere pro / HTML / CSS / Code VBA / Linux / Access

LANGUAGES

- French : mother language
- Anglais : good working knowledge, TOEFL : 77/120 TOEIC : 820/990
- Spanish : know the basics

EXTRACURRICULAR ACTIVITIES

- Holding a beauty blog: behappybemakeup.wordpress.com (since 2015)
- Vacation : England, Kenya, Guadeloupe, Netherlands, Belgium, The United-States, Italie (Naples).
- Part of « Scouts Unitaires de France » from 2014 to 2015.
- Volunteering with the homeless, collecting food, and raising funds for the famine in Somalia.
- 8 years of ballet.

EDUCATION AND QUALIFICATION

- 1 **2018-2019** : Admitted to the International Marketing Master of Perfumery and cosmetics at **ISIPCA/ESSEC/UCP** – Versailles.
- 2 **2016-2018** : Master's student at **Télécom Ecole de Management** – Evry (School of management of Institut Mines Telecom). Specialized in Digital Marketing.
 - Laureate of the innovation week in partnership with SIANA, Le Cube and Mines Albi-Carmaux.
- 3 **January to may 2017** : International exchange at **Virginia Tech** – Virginia, United-States.
- 4 **2013-2016** : Graduate of **Télécom Ecole de Management niveau Bachelor** – Evry (School of management of Institut Mines Telecom).
- 5 **Septembre to decembre 2015** : International exchange at **Manhattan Institute of Management** – New York City, United-States.

PROFESSIONAL EXPERIENCE

- 1 **Un Jour Ailleurs, septembre 2017 to septembre 2018 - Apprenticeship** :
 1. E-commerce:
 - Updating the catalog of products online (product descriptions, prices, photos ...).
 - Updating the animation plan for the site (creative briefs, visualization and prices rules, merchandising) and optimizations needed to increase the conversion rate.
 - Organization of seasonal shootings of all products.
 - Competitive intelligence and frequent benchmarks (social networks, features, content, promotions ...)
 2. Operational Marketing:
 - Update of brand information (photos, texts, relay promotional operations) on the digital media of shopping centers (interactive terminals, website ...).
 - Writing operational protocols and support for sales support for the field team.
- 2 **Albert Roger France, january to july 2016 - internship** : supporting the launch of innovative cosmetics brands (Makeup Revolution, I Heart Makeup, Freedom makeup and Colour B4) in mass distribution and on the Internet.
 1. Web and community management: updating the pages of the group's brands. Integration of content on all media. Following social networks and interactions with bloggers and influencers (obtaining contests and testimonials from several influencers, free, through YouTube, blogs and social networks). Monitoring e-commerce customers, comparators and marketplaces.
 2. Marketing and sales follow-up with the brands: creation of marketing and sales support. Track sales. Follow-up of referrals and launches. Competitive analysis.
- 3 **Comité des associations françaises et de langue française de New York, septembre to decembre 2015 - internship** : preparation of the « Bastille day ball ». Research for potential partners and on twin cities.
- 4 **Welcome the eligible/ student lounge, year 2013-2014 - internship** : promoting my school, (Télécom école de management) communication pole.