



**Charlotte GRIGNON**

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Paris

[Clean driving licence]

## PROFICIENCY

## LANGUAGES

English: Level C1

German: Level A2

## INFORMATION TECHNOLOGY

Microsoft Office

Google Certification :  
Fundamentals of digital  
marketing

Social Media

## PERSONAL

Good people skills

Good team player

Creativity

Curiosity

## INTERESTS

Asian culture

Dance & music

Reading & creative writing

Currently doing a work/study training program,  
at Institut Mines Telecom Business School and M6 Publicité,  
I'm aspiring to become a marketing professional.



## EDUCATION

### 2016 – present

**INSTITUT MINES TELECOM BUSINESS SCHOOL** ♥ Evry

Currently: placement year (4 years further education)

Master courses: ecosystem of digital marketing, social media marketing, CRM, multi-channel marketing, operational marketing, web analytics...

### September 2018 – January 2019

**NATIONAL CHENG KUNG UNIVERSITY** ♥ Tainan, TAIWAN

International placement year: International Business Master's Degree

« Global immersion »: challenge with the aim of building a marketing campaign for the product of a local company.

### 2014 – 2016

**LYCEE CAMILLE GUERIN** ♥ Poitiers

Hypokhâgne / Khâgne speciality Modern Letters



## WORK EXPERIENCE

### September 2019 – September 2020: M6 PUBLICITÉ

- Implementation of studies and arguments to help selling the advertising space on the channels of the M6 Group, in collaboration with the sales team
- Construction of commercial proposals highlighting the group's TV and digital assets, in coordination with the sales, production, and planning teams
- Analysis of audience indicators and programmes performance
- Carrying out competitive monitoring of the media and digital universes and analysis of advertisers' strategies

### February – August 2019: WONDERBOX, Product Manager Assistant

- Management of the internal and external structure of the products
- Optimization of the range of products before bringing to market
- Update of website contents via internal software
- Conception of a study concerning new market tendencies and potential areas of development for the brand and competitor monitoring

### 2017 & 2018: Work experience in welcoming students-to-be at IMT-BS

Welcoming 1600 candidates; responsible for the organization of events, public presentations, follow up of the whole team (30 people).

Gained competences in autonomous leadership roles and organization