

About

mollet.marion@gmail.com
+ 33 6 64 11 43 88

Skype: marion.mollet1

<https://www.linkedin.com/in/marionmollet>

Graduated student in Marketing and Communication at Toulouse Business School, with a passion for applied social media as a key marketing tool.

Two 6-months internships in foreign countries in Europe and Asia gave me a broad vision on content preparation and data analysis interpretation of digital contents.


Professional Experience

- | | | |
|------|--|---|
| 2015 | Community Manager Jr. and International Coordinator Assistant at FCA Group
Dates: 02/06/2015 - 08/06/2015 - number of hours per week: 40
From scratch social coverage plan with focus on content and analytics <ul style="list-style-type: none"> • 37 new websites and Facebook pages on 5 key-markets on 8 brands (Singapore, Malaysia, Hong-Kong, Philippines, Indonesia) • Coordination with Upfront Media local agency for content preparation (Photoshop, InDesign, Sharepoint) • Support in metrics data capture and analysis (Excel, Google Analytics, Pipedrive, Hubspot, Locowise) • Monthly newsletter and assets gathering for General Distributors | Singapore, Singapore
 |
| 2014 | Digital Marketing Assistant for Jeep® at FCA Group
Dates: 03/03/2014 - 08/01/2014 - number of hours per week: 40
Social media campaign and events organization <ul style="list-style-type: none"> • Social media coverage strategies (guidelines, analytics) • Social engagement (Juventus football team, (Surf EXPO, Test Drive, Guerrilla events) EMEA (Europe, Middle East and Africa) coordinator assistant <ul style="list-style-type: none"> • International agencies coordination (digital asset management and weekly updates) | Turin, Italy
 |
| 2012 | CRM and Content Editor Assistant at ATC Foreign Office
Dates: 06/05/2012 - 12/19/2012 - number of hours per week: 35
Client engagement strategies <ul style="list-style-type: none"> • Phoning and e-mailing campaign (Ditel) Content preparation <ul style="list-style-type: none"> • Website (Italian-French-English translation, layout and graphics) • Brochure (Microsoft Visio, Illustrator, InDesign) Ethical competitive intelligence <ul style="list-style-type: none"> • Competitor's websites and social media data analysis. | Toulouse, France
 |

Education

- | | | |
|--------------------|---|---|
| 2013 - 2015 | Master in International Marketing and Communication in Toulouse Business School
English taught courses with international students.
Operational and Strategic Marketing (BtoB, BtoC), Statistics, Strategy, Advertising.
Final thesis: "Is Social Media a measurable marketing tool?" | Toulouse, France
 |
| 2013 (Jul. - Dec.) | Student exchange in Renmin University of China
Cross Cultural Management, Chinese Commercial Law.
Corporate Management in China, Doing Business in Asia, Chinese. | Suzhou, China
 |
| 2009-2011 | Classe Préparatoire Economique et Social in Lycée Blaise Pascal
Intensive preparation class for French "Grandes Écoles". | Clermont-Ferrand, France |

Associations and volunteering

- | | | |
|-------------|---|---|
| 2013 - 2014 | Welcome Team Erasmus students in Toulouse
Events, activities and parties organizer. | Toulouse, France |
| 2011 - 2012 | AFEV
Helping a child with learning difficulties. | Toulouse, France
 |

Languages

Native **French** speaker passionate about languages.

English

Professional - C1 | **Italian**

Bilingual - C2 | **Chinese**

Basic - A1