

# Marion Mollet Digital Marketing

## About

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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 (Feb. - Aug.) **Community Manager Jr. and International Coordinator Assistant at FCA Group** Singapore, Singapore  
From scratch social coverage plan with focus on content and analytics  
  - 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
- 2014 (Mar. - Sept.) **Digital Marketing Assistant for Jeep® at FCA Group** Turin, Italy  
Social media campaign and events organization  
  - 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  
  - International agencies coordination (digital asset management and weekly updates)
- 2012 (May - Oct.) **CRM and Content Editor Assistant at ATC Foreign Office** Toulouse, France  
Client engagement strategies  
  - Phoning and e-mailing campaign (Ditel)Content preparation  
  - Website (Italian-French-English translation, layout and graphics)
  - Brochure (Microsoft Visio, Illustrator, InDesign)Ethical competitive intelligence  
  - Competitor's websites and social media data analysis.


## Education

- 2013 - 2015 **Master in International Marketing and Communication in Toulouse Business School** Toulouse, France  
English taught courses with international students.  
Operational and Strategic Marketing (BtoB, BtoC), Statistics, Strategy, Advertising.  
Final thesis: "Is Social Media a measurable marketing tool?"  

- 2013 (Jul. - Dec.) **Student exchange in Renmin University of China** Suzhou, China  
Cross Cultural Management, Chinese Commercial Law.  
Corporate Management in China, Doing Business in Asia, Chinese.  

- 2009-2011 **Classe Préparatoire Economique et Social in Lycée Blaise Pascal** Clermont-Ferrand, France  
Intensive preparation class for French "Grandes Écoles".

## Associations and volunteering

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


## Languages

Native **French** speaker passionate about languages.

**English**

**Professional - C1 | Italian**

**Bilingual - C2 | Chinese**

**Basic - A1**