

## About

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2015 graduated student in Marketing and Communication at Toulouse Business School, with a passion for applied social media as a key marketing tool.

Different working experiences in foreign countries, across three continents, gave me a broad vision on the International Automobile Industry.

I am currently working for Autovision RCD, under a J-1 VISA.

## Professional Experience

- 2016 (Apr. - Current) **Coordination Assistant Intern at Autovision RCD** Palo Alto, California
- Autovision RCD is a Silicon Valley Automotive Design agency.  
We provide various services for major International Automotive Design Studios, from recruiting, contracting to entire project outsourcing
- Coordination of hires, contractors and outsourced projects (time management, corporate and immigration documents, design reviews).
  - Internal communication with French HQ (company and financial strategy)
  - Clients and candidates prospection through Social Media and Trade Events (autoshows and tech events)
- 2015 (Feb. - Aug.) **Community Manager Jr. and International Coordinator Assistant at FCA Group** Singapore, Singapore
- Developed a social coverage plan from scratch 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	<b>Master in International Marketing and Communication in Toulouse Business School</b> 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.)	<b>Student exchange in Renmin University of China</b> Cross Cultural Management, Chinese Commercial Law. Corporate Management in China, Doing Business in Asia, Chinese.	Suzhou, China 
2009-2011	<b>Classe Préparatoire Economique et Social in Lycée Blaise Pascal</b> Intensive preparation class for French "Grandes Écoles".	Clermont-Ferrand, France

## Associations and volunteering

2017 - Current	<b>Volunteering for Palo Alto Community Cat Rescue</b> Foster parent for cats and kittens. Supporting Cats Adoption Fairs in the Bay Area.	Palo Alto, California
2013 - 2014	<b>Welcome Team Erasmus students in Toulouse</b> Events, activities and parties organizer.	Toulouse, France
2011 - 2012	<b>AFEV</b> Helping a child with learning difficulties.	Toulouse, France

## Languages

Native **French** speaker passionate about languages.

<b>English</b>	<b>Professional - C1</b>
<b>Italian</b>	<b>Bilingual - C2</b>
<b>Chinese</b>	<b>Basic - A1</b>