

# MARINE PERRIN

Internationally driven and data-curious junior professional eager to grow across sales, operations and business analytics, and contribute to high-impact digital marketing initiatives within TikTok's Global Business Solutions across APAC, METAP and LATAM.



+33 6.82.33.52.08  
perrin.marinelaure@gmail.com  
[linkedin.com/in/marine-perrin-920197213](https://www.linkedin.com/in/marine-perrin-920197213)

## PROFILE

### High academic performance (GPA 3.9)

- Detail-oriented, methodical
- Proactive, committed
- Intellectually curious
- Strong analytical and creative mindset

## LANGUAGES

**French**- Native

**English**- Bilingual (C2)

**Spanish**- Intermediate (B1)

## SOFTWARE

SAP ERP

Nielsen

Excel (Advanced)

Kantar Panel Data

Power BI

Microsoft Office

PowerPoint (Advanced)

HTML/CSS · JavaScript (basics)

## INTERESTS

Music: Piano and music theory (7 years at competitive level)

Sports: Swimming, athletics, tennis, alpine hiking

Painting (Watercolor, gouache, oil)

Travel: Namibia, Germany, Austria...

Contemporary art and cultural museums

Volunteering

## PROFESSIONAL EXPERIENCE

### **Nestlé, Paris- September 2025-January 2026**

#### **Category Manager NESCAFÉ for Auchan, Casino, Monoprix, and Franprix**

- Implemented commercial strategies and tailored action plans for major retail accounts.
- Managed promotional plans and piloted a €4M budget across my assigned retailers. Budget monitoring with management control and pre-evaluation of promotional operations. Market and category analysis.
- Strengthened customer relationships to position Nestlé as category captain in coffee.
- Coordinated with national marketing teams and supervised field sales execution for full in-store deployment.
- Recommended client-specific merchandising strategies and developed planograms to support full category-driven execution

### **Nestlé, Paris- September 2024-September 2025**

#### **Strategic Buyer (Apprenticeship) – Local Indirect Marketing and Sales**

- Managed supplier panel and sourced new providers
- Led 15 full-cycle tenders (from sourcing to contract), with spend levels between €100K and €1.5M.
- Supported internal stakeholders and led cross-functional projects

### **Nestlé, Paris- January-June 2024**

#### **Assistant Category Manager Infant Nutrition (Internship) Carrefour, Provera & Casino**

- Delivered monthly retail performance reports and weekly newsletters to 20 stakeholders
- Conducted business plan market reviews and participated in distributor meetings
- Led the creation and end-to-end execution of 5 trade marketing operations
- Coordinated sales force interface, performance analysis, competitor benchmarking, and contributed to planogram design
- Redesigned the HOURA Drive interface, pitched and secured full adoption by the client.

### **Filorga (Colgate Group), Paris- July-December 2023**

#### **Marketing & Sales Administration Assistant (Internship)**

- Managed contracts, sales workflows and client partnerships
- Coordinated stock management for 120 pharmacy deliveries across three internal departments
- Gained full-cycle exposure to pricing strategy, rebates, and sales conditions.

## EDUCATION

### Rennes School of Business (class delegate)- 2023-2025

#### **Master 2: Innovative Project Management (Work-Study Program)**

#### **Master 1: Marketing and Commerce**

#### **ERASMUS Exchange – Technological University of Dublin (6 months)**

### Rennes School of Business- 2021-2022

#### **Bachelor's Degree in the "Grande École" Program – GlobalTech and Cybersecurity**

### Lycée Ampère, Lyon- 2019-2021

#### **Preparatory Class for Grandes Écoles – Science Track**

### Lycée Daudet, Nîmes- 2018-2019

#### **French Scientific Baccalaureate – Distinction Highest Honors**

## ASSOCIATIVE EXPERIENCE

### Technological University of Dublin- February 2023

#### **Member of the Volunteering Association**

- Collected donations and pharmacy products for earthquake victims in Turkey & Syria.
- Provided tutoring for underprivileged children

### Rennes School of Business- January 2022

#### **Business Development – OCEANIA Association**

- Identified and engaged sponsors, helped organize EDHEC Sailing Cup