



# GARCIA Lucas

## M1 Student in Marketing Data Analytics

Master's student in Marketing Data Analytics, passionate about extracting meaningful insights from data. I am seeking to apply my skills in SQL, Python, and Power BI to solve concrete marketing challenges during an internship starting March 2, 2026.

**Portfolio :** <https://congaafr.github.io/>

## WORK EXPERIENCE

### April 2025 - June 2025 Assistant Department Manager Intern Intermarché Aubenas

- Implemented and managed the "Wine of the Week" operation: product selection, poster creation, and in-store promotion.
- Reorganized the wine department using merchandising principles to improve product readability and visibility.
- Analyzed sales data to optimize the product assortment and promotional strategies.
- Results: Increased sales, revitalized the department, and successfully cleared inactive stock.

### April 2024 - June 2024 Sales Assistant Intern Horizon Menuiseries St-Étienne de Fontbellon

*Company specializing in the purchase, sale and installation of joinery (windows, doors, shutters, etc.), offering tailor-made solutions to individuals and professionals.*

- Assisted commercial teams in managing sales of finished carpentry products (doors, windows, etc.) for customer installation.
- Supported customer relations: helped draft quotes, tracked orders, and managed customer requests to ensure optimal satisfaction.
- Website development, analysis, and implementation.
- Developed negotiation and commercial communication skills.

### August 2022 - Present Cashier Intermarché Aubenas

Working alongside my degree to finance my studies

## EDUCATION

### Aug 2025- Aug 2027 Master Marketing Data Analytics Montpellier Management, Montpellier

### Aug 2022 - June 2025 Management degree - Marketing&Sales major Montpellier Management, Montpellier

February 2025 Represented the Bachelor's program in Marketing & Sales during the Open Day

Dec 2023 - April 2024 Creative Workshop Manager

Educ'fun Association - Workshop Manager as part of an Student Organization Project during my second year of university. Organized fun activities to raise awareness about ecology among children in underprivileged neighborhoods, developing skills in pedagogy and group management.

### Aug 2018 - June 2021 General Baccalaureate Marcel Gimond Highschool, Aubenas

## CONTACT

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### Address

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34000 Montpellier

## STRENGTHS

Available

Organized

Team Spirit.

Reliable

Driver's License (B)  
+ Own Vehicle

## SKILLS

### French Languages

English

### Software

Data Analysis & Programming:  
Python, SQL (MySQL), R

Visualization & BI: Microsoft Power  
BI, Tableau, Excel (Advanced)

Google Analytics Certification

Microsoft Certification: Preparing  
Data for Analysis with Power BI

## INTERESTS



Sport



Hiking



League of  
Legends



Cinema