



PROFILE

- **Master of Science (MSc) in Marketing Management and Master in Brand Strategy**
- 5 years of experience in the U.S. and in France in **Digital Marketing, and Product Management**
- **Analytical and results-oriented**
- Strong desire to learn and achieve
- Tech-Savy, Digital Native, Customer oriented, Story-teller

SKILLS

Digital & Innovation

SalesForce Lightning

SalesForce Marketing Cloud

Suite Adobe (InDesign, Photoshop, Premier)

Social Media

Microsoft Pack Office (Word, Excel, PPT)

LANGUAGE

English

French

SOFT SKILLS

- Curious
- Organized
- Passionate
- Dynamic
- Team Player
- Analytic Minded

PASSIONS

Travel

Fashion

Sports

Music

WORK EXPERIENCE

INSEAD, March 2019 – Current – Product Marketing Manager – Paris / Singapore

- **Launch of a new product: Master in Management Programme**
- **Build on strategy** and messaging to create unique selling points
- **Definition of the product vision**, strategy and **marketing roadmap**
- Market research, competitive analysis and data analysis
- Enhance communication across departments to **improve sales funnel**
- **Lead generation and nurturing**: social media campaigns, email automation, SEM, Webinars, Events
- **Website Development & Management**: SEO, SEM, UX, Data Analysis
- CRM Management (Eloqua, Oracle, PeopleSoft & Salesforce)

BetterAir, Nov. 2017 – Dec. 2018 – Marketing Manager - Miami

- Corporate website launch, Product positioning, media planning, Analytics, Tracking, KPIs, Web-Marketing (SEO, SEA), Emailing, Press Relation
- **Implemented Salesforce (CRM)** that generated 200 news accounts and 250 new leads.
 - **Analyzed and interpreted data** to improve and recommend marketing tactics
 - **Projects Management**: Product launch in Canada, Europe, Singapore
 - **Product launch**: benchmarks, competitive analysis, market research, branding, brief
 - **Deployed SEO strategy** that led to a 35% increase in Organic Search and 20% increase in Unique Visitor.
 - **Developed Social Media Strategy** that led to a 30% engagement increase.

Nike, Feb. 2017 – June 2017 – Athlete - Paris

Brand representative, Customer service, Merchandising, Sales, Story telling

Pulse Creative, Jul 2016 – Jan 2017 – Junior Account Manager – New York

- Account management, SEO presence, **A/B Testing**, KPIs for growth, **Media Campaign reports**, **Social Media**, Emailing campaign, Client proposal, Wordpress Management, CRM, Benchmark
- **Developed a Social Media strategy** that led to a 20% engagement increase and to a 40% follower increase.
 - **Interpreted Google Analytics** that led to decrease the Bounce Rate by 5% and increase SEO ranking.
 - **Created targeted Social Media Content** that led to 4 new clients

Louis Vuitton, June – July 2015 – Jewelry Manager - Paris

Sales, Customer Service, Training, Customer experience

AuFeminin, Feb – Aug 2015 – Junior Account Manager - Paris

- Campaign conception and implementation, Event management, Campaign/Google Analytics, **Community management**, KPIs identification
- **Curated content** on Website, Emailing and Social Media that brought the conversion rateup to 6% and generated 7 new clients.
 - Interpreted Google Analytics that led to bring the Bounce Rate under 10%

EDUCATION

- Toulouse Business School - Paris, 2016
Master of Science (MSc) – Marketing Management and Communication
- INSEEC – Paris, 2015
Master – Brand Strategy
- EF Education First – Miami, 2014
English course