Perrine MEYER
Business Analytics & Data Science

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Webfolio : https://josyine.github.io/Webfolio/parcours.html

PROFILE

Currently pursuing a Master's degree in Innovation Management, Communication & Data Science at Université Paris 1 Panthéon-Sorbonne, while working as a Media Data Analyst in a work-study program within the luxury group Richemont. I aspire to specialize in data analysis.
Availability: From November 2025

EDUCATION

Paris 1 Panthéon Sorbonne - EMS Sorbonne   **Paris, France**
Master's Degree (M2) in Innovation Management, Communication & Data Science (Work-Study Program) Sep 2024 - Oct 2025
Studied Modules : Business Intelligence, Database Managements, Web Analytics, Machine Learning, ...

IAE Bretagne-Sud   **Vannes, France**
Master 1 Marketing, Vente parcours Marketing Digital (apprentissage)   Sep 2023 - Aug 2024
Studied Modules : Web Analytics, Référencement SEO et SEA, Création Web, Plan Marketing, ...

Université Bordeaux-Montaigne   **Bordeaux, France**
Bachelor's Degree in Applied Foreign Languages (English – Spanish) + Evening Korean classes   Sep 2020 - June 2023
Studied Modules: International Marketing, English, Spanish, Geopolitics, Economics, ...

Busan University of Foreign Studies   **Busan, South Korea**
Studied Modules : International marketing, International trade, Korean, Spanish, English   Aug 2022 - Dec 2022

Lycée Gustave Eiffel   **Bordeaux, France**
Scientific Baccalaureate with European Spanish Option   Sep 2017 - June 2020

PROFESSIONAL EXPERIENCE

Richemont   **Paris, France**
- **Media Data Analyst**   Sep 2024 - Oct 2025
- Auditing and improving media data quality for the Group's Maisons
- Designing and managing advanced analytical dashboards on GA4, Looker, Looker Studio, and Funnel
- Consolidating and analyzing media and digital data (Google Analytics, advertising platforms, internal tools) to optimize campaign performance

Éditions Larivière   **Clichy, France**
- **Web Marketing Specialist**   Sep 2023 - Aug 2024
- Continuous optimization by adjusting content and distribution strategies based on analytical insights and market trends
- Collaboration with writers, graphic designers, and developers to ensure consistency in digital strategy

SKILLS & EXPERTISE

Data Science & Analytics
- Exploratory data analysis and advanced visualization (Looker Studio, Looker, PowerBI)
- Data quality management and strategic monitoring (Funnel.io, Accutics, IAS)
- Advanced analysis of digital campaign data (Matomo, Similar Web, Google Ads, GCP, GA4, Google Tag Manager)

Tools & Technologies
- **Digital Marketing:** SEO/SEA, social media, New Search Ads 360, Campaign Manager 360, Facebook Ads Manager, TikTok Ads, Amazon Advertising, IAS
- **Programming Languages:** SQL, Python, R, HTML/CSS

Languages
- French (C2), English (C1), Spanish (B2), Korean (A2)

CERTIFICATIONS & INTERESTS

Certifications : LVMH Certification (2023), META Introduction to Generative AI (2024), TOEIC: 825 (2022), Google Ads - Measurement, AI Powered Performance Ads, Google Analytics Certification, Google Cloud Certification (soon), PL-300 (soon)
Volunteering: Assisted in organizing a charity race for Pink October by guiding participants along the course.
Music: Classical / acoustic / electric guitar, violin, ukulele, piano **Travel:** Visited 25 countries