

# Perrine MEYER

## Marketing Analytics & Data Science

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**Webfolio** : <https://josyine.github.io/Webfolio/parcours.html>



### DATA ANALYTICS & DIGITAL MARKETING

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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 for marketing purposes.

**Availability**: From November 2025

### EDUCATION

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#### 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, Gestion de bases de données, Web Analytics, Machine Learning, ...

#### IAE Bretagne-Sud

Vannes, France

Master 1 Marketing, Vente parcours Marketing Digital (apprentissage)

Sep 2023 - Août 2024

Studied Modules : Web Analytics, Référencement SEO et SEA, Création Web, Plan Marketing, ...

#### Université Bordeaux-Montaigne

Bordeaux, France

Licence LEA Anglais - Espagnol + cours du soir en coréen

Sep 2020 - Juin 2023

Studied Modules : Marketing International, Anglais, Espagnol, Géopolitique, Economie, ...

#### Busan University of Foreign Studies

Busan, South Korea

Studied Modules : International marketing, International trade, Korean, Spanish, English

Août 2022 - Déc 2022

#### Lycée Gustave Eiffel

Bordeaux, France

Scientific Baccalaureate with European Spanish Option

Sep 2017 - Juin 2020

### PROFESSIONAL EXPERIENCE

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#### 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

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#### 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
- **Programming Languages**: SQL, Python, R, HTML/CSS

#### Languages

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

### CERTIFICATIONS & INTERESTS

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**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