

Perrine MEYER

Marketing Analytics & Data Science

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



DATA ANALYTICS & DIGITAL MARKETING

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

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

IAE Bretagne-Sud

Vannes, France

Master's Degree (M1) in Marketing & Sales, specialization in Digital Marketing (Work-Study Program) Sep 2023 - Aug 2024

Université Bordeaux-Montaigne

Bordeaux, France

Bachelor's Degree in Foreign Languages (LEA) - English & Spanish + Evening Courses in Korean Sep 2020 - Jun 2023

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 - Jun 2020

EXPÉRIENCES PROFESSIONNELLES

Richemont

Paris, France

Sep 2024 - Oct 2025

- **Media Data Analyst**
- 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

Sep 2023 - Aug 2024

- **Web Marketing Specialist**
- 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
- **Programming Languages:** SQL, Python, R, HTML/CSS

Languages

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

CERTIFICATIONS ET INTÉRÊTS

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