

# Marketing & Communication Project Manager

MARKETING & COMMUNICATION



## OBJECTIVE

*Freshly graduated creative aiming to launch my career in Dubai, one of the biggest economic hubs of the world. Fulfilling my ambition of joining an excellent team, to succeed and win all the encountered challenges*

*I always work in collaboration with my colleagues and superiors putting my skills at their service to achieve and exceed our objectives, goals and planned metrics. I strive to be part of a work environment where my managers leadership and guidance help me to grow and give a higher added-value as a creative and a marketer.*



## JOB EXPERIENCE

### MARKETING & COMMUNICATION ASSISTANT: FUJITSU FRANCE

SEPT 2014 - SEPT 2015

#### COMPANY PRESENTATION:

Fujitsu is the leading Japanese information and communication technology (ICT) company offering a full range of technology products, solutions and services.

- 156,000 Fujitsu people support customers in more than 100 countries
- Consolidated revenues for the 2016 fiscal year: 4.7 trillion yen (US\$41 billion)
- Fujitsu is the world's fifth-largest IT services provider and No.1 in Japan.
- FORTUNE named Fujitsu as one of 'the World's Most Admired Companies' in 2013

#### KEY ROLES:

##### Strategic Marketing:

- Realization of weekly benchmark to think about new marketing actions that we could potentially set up.
- SEO/SEM analysis for a newly built company website to maximize the outreach, organic traffic and conversion. The website was successful and well referenced thanks to these analysis.
- Marketing studies (qualitative & quantitative): designed and formatted the market research survey, conducted interviews, delivered the final report, performed data analysis (more than 1000 participants), held a presentation and synthesized it, presented it to the managers of the company.
- Qualified with two fellow interns for a strategic planning workshop: reworking of Fujitsu's global strategy. Worked with all the main managers of Fujitsu France.

##### Operational Marketing:

- Preparation, delivery and design of all media materials (digital, emailing, print, leaflet, flyers, invitations...)
- Preparing sales metrics reports
- Assessing, analyzing and managing and reporting telemarketing campaigns, which transform leads into real businesses.

**Event:** Thorough organization management of company events (advertisement, invitations, decoration idea, PowerPoint, invitation, email...), events welcomed up to 2000 participants.

#### REFERENCES:

**Daphné ALECIAN:** Head of Marketing & Communication Fujitsu France - daphne.alecian@ts.fujitsu.com

**Jean ROUGIER:** Marketing Project Manager - jean.rougier@ts.fujitsu.com

### MARKETING & COMMUNICATION ASSISTANT: ORANGE FRANCE

SEPT 2013 - MAY 2014

#### COMPANY PRESENTATION:

Orange is one of the largest operators of mobile and internet services in Europe and Africa and a global leader in corporate telecommunication services.

- 263 million customers worldwide
- N°1 best mobile network in France for the sixth time in a row
- Consolidated revenues for the 2016 fiscal year: 40,918 billion of €



**NADHIR ADALA**



In Dubai until the 25th of May



+971 55 623 3894



nadhir.adala@gmail.com



26 years old



Nationality: French

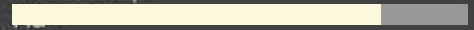
## SKILLS

### PROFESSIONAL SKILLS

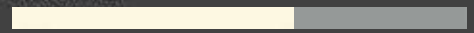
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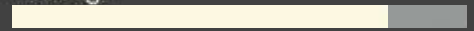
Photoshop



Addemar



Indesign

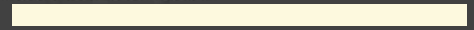


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### PERSONAL SKILLS

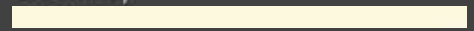
Communication



Teamwork



Creativity



### LANGUAGE SKILLS

ARABIC  
fluent

FRENCH  
mother tongue

ENGLISH  
fluent  
TOEIC: 900

KOREAN  
Intermediate





## JOB EXPERIENCE

### MARKETING & COMMUNICATION ASSISTANT: ORANGE FRANCE

SEPT 2013 - MAY 2014

#### KEY ROLES:

##### Strategic Marketing:

- Realization, designing, presenting competitive intelligence analysis and punctual marketing analysis

##### Operational Marketing:

- Realization of media support material (digital, print, web) and marketing/communication briefs for the Livebox (internet) and Open (internet + phone) offers, through collaborative inter-departments work with the product managers, jurists, communication managers, communication agencies, and publishers.
- Responsible of the production of the refund offers and the contractual documents of the group: designing all marketing briefs and dealing with communication agencies and publishers.
- Commercial animation of launches of new products from the group (Le Bloc)
- Replaced an old marketing process, realization of the proposal process, presented it to all National project managers.
- Filling in and playing various needed role in different events.

#### REFERENCES:

Valérie DOMINGUEZ: Operational marketing Manager - valerie.dominguez@orange.com

Valérie PREUX: Operational Marketing Project Manager - valerie.preux@orange.com

Veronique PAILLASSOT: Project Manager - veronique.paillassot@orange.com

### ACCOUNTANT ASSISTANT: EURO CONSULTING

JUN 2012 - AUG 2012

Invoice entry, Business building, TVA, payslip...

### ENGLISH TEACHER: YEUNG NAM UNIVERSITY, SOUTH KOREA

SEPT 2011 - JAN 2012

Language Partner Program and TOEIC teacher for 10 Korean selected students, in Yeungnam University ; South Korea

REFERENCE: Wendy WORTHINGTON - wworthington@ynu.ac.kr



## EDUCATION

### 2015 - MASTER DEGREE + MSC IN CORPORATE COMMUNICATION AND CHANGE MANAGEMENT- BEST STUDENT OF THE CLASS - DECORATED W/ HIGH HONORS

Graduate School of Management IAE Aix en Provence

**Main Lectures:** International Communication, Intern/Extern Communication, Strategy, PR, Advertisement, SEO, Finance, Brand communication, Marketing Studies, Crisis communication, Change Management.

### 2013 - MASTER IN MANAGEMENT OF MARKETING STUDIES:

Cergy-Pontoise University

**Main Lectures:** Marketing Studies, Qualitative and Quantitative Studies, Communication, Advertisement, Communication, Strategy, Brand Design, Product policy, Project Management, Consumer Behaviour theories...

### 2012 - BACHELOR IN ECONOMICS & MANAGEMENT - W/ DISTINCTION - BEST STUDENT OF THE CLASS - LAUREATE OF ECONOMICS 2011-2012

Cergy-Pontoise University

**Main Lectures:** Finance, Micro-economy, Macro-economy, Accounting, Marketing, Management...

### 2011-2012 - SEMESTER IN SOUTH KOREA

Yeungnam University - Daegu - South-Korea

### 2009 - BACCALAURÉAT (FRENCH SECONDARY SCHOOL DIPLOMA)

Jules Verne High School - Cergy

## HOBBIES

### FASHION:

- WORKED AS HELPER AND DRESSER FOR WOORYOUNGMI AND CEDRIC CHARLIER FASHION SHOWS (IN KOREAN LANGUAGE) DURING PARIS FASHION WEEKS

- WORKED AS A SALES ASSISTANT FOR H&M IN PARIS AND IN A READY TO WEAR SHOP IN SOUTH KOREA (MERCHANDISING, ADVISING, CREATE CUSTOMER LOYALTY)

- HELPED SOME FASHION STUDENTS TO CREATE A BRAND IDENTITY AND A MARKETING STRATEGY FOR THEIR BRANDS.

### BLOGGING

FOUNDER AND DESIGNER OF CAFEQUOIAUJOURDHUI BLOG STARTED IN DECEMBER 2016. LISTING AND TESTING ALL TRENDY PARISIAN COFFEE SHOPS, TRANSLATED IN FRENCH, ENGLISH AND KOREAN.

INSTAGRAM ID:  
CAFEQUOIAUJOURDHUI

### PHOTOGRAPHY

IT

SPORT

TAECKWONDO /  
HANDBALL/DANCE (SALSA )

TRAVEL

UAE / SOUTH-KOREA /MALAYSIA /  
PHILIPPINES  
/VIETNAM/ENGLAND/ SPAIN/  
TUNISIA / MOROCCO / MALTA /  
SWEDEN /

READING

VOLUNTERING

VOLUNTERING FOR SEVERAL ASSOCIATION AS AFEV ( HELPING TEENAGER WHO HAS ACADEMIC PROBLEMS), LE SECOUR POPULAIRE, ARKAT (RAISING MONEY THROUGH CLEARANCE SALED TO HELP HIV RESEARSH), OR BEING AN ENGLISH TEACHER FOR GIRLS SCOUT.