# Lauriane Allangba

Looking for an internship Available from 06/01/2019 to 07/31/2019

# CONTACT ME



10 rue Emile Souvestre, 22 000 SAINT BRIEUC, FRANCE



+33 6 31 01 36 39



lauriane.allangba@audencia.com

# **EDUCATION**

2017-2020 Audencia Business School Diploma (*Top French business school*),

English track (All courses in English)
Majoring in Digital Marketing

2015-2017 Bachelor's Degree in **Economics and Business** 

Science, With honors Ranking: 4/225

2014-2015 Classe préparatoire aux Grandes Ecoles *(two-year* 

intensive program preparing for the national competitive exam for entry to business schools)

2011-2014 French Baccalauréat (High School diploma equivalent) Saint-Brieuc, FR

majoring in **Science**, With Honors

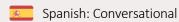
## **LANGUAGES**



French: Mother tongue



English: Fluent English TOEIC 975/990 TOEFL: 95/120



# **COMPUTER SKILLS**

MS Office: Word, Excel, Powerpoint

Distributor and consumer panel (Nielsen)

## **MISCELLANEOUS**

**Travel:** Ivory Coast, Capitals and large European cities (Amsterdam, Madrid, Barcelona, Berlin, Helsinki, London...)

**Sport:** Women's Gymnastics (10 years)

Cosmetics, Fashion, Social Networks

# **WORK EXPERIENCE**

2018 (6 months) Assistant Product Marketing EMEAI – Internship

 Ensure excellence in execution of marketing programs in EMEA markets

 Ensure coordination with the 18 markets of the region on the marketing activities

- Analyze Brand and Market results (sell-in and sell-thru)
- Consolidate brand product launches
- Store visits and analyze of latest trends and competition
- o Competitive and category deep dive analysis

2018 (6 months)

#### Assistant Brand Manager - Internship

- Overall support in the development of brand strategy
- o Analyze market and competitive trends: Prepare and submit monthly report
- Develop and execute annual marketing plan activities
- Close co-operation with the different services (sales function, trade marketing, supply chains ...)

Paris (91)

Reckitt Benckiser

**MAC Cosmetics** 

Paris (08)

Nantes, FR

Rennes, FR

Rennes, FR



# 2016-2017 Customer Relationship Employee

- o Inform and advise customers to strengthen customer loyalty
- o Participate in customer surveys to develop the business

Rennes (35)

**IKEA** 

