

Lauriane Allangba

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

CONTACT ME



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EDUCATION

2017-2020	Audencia Business School Diploma (<i>Top French business school</i>), English track (<i>All courses in English</i>) Majoring in Digital Marketing	Nantes, FR
2015-2017	Bachelor's Degree in Economics and Business Science , <i>With honors</i> Ranking: 4/225	Rennes, FR
2014-2015	Classe préparatoire aux Grandes Ecoles (<i>two-year intensive program preparing for the national competitive exam for entry to business schools</i>)	Rennes, FR
2011-2014	French Baccalauréat (<i>High School diploma equivalent</i>) majoring in Science , <i>With Honors</i>	Saint-Brieuc, FR

LANGUAGES



French: Mother tongue



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



Spanish: Conversational

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 EMEA – Internship <ul style="list-style-type: none">o Ensure excellence in execution of marketing programs in EMEA marketso Ensure coordination with the 18 markets of the region on the marketing activitieso Analyze Brand and Market results (sell-in and sell-thru)o Consolidate brand product launcheso Store visits and analyze of latest trends and competitiono Competitive and category deep dive analysis	MAC Cosmetics Paris (08) 
2018 (6 months)	Assistant Brand Manager – Internship <ul style="list-style-type: none">o Overall support in the development of brand strategyo Analyze market and competitive trends: Prepare and submit monthly reporto Develop and execute annual marketing plan activitieso Close co-operation with the different services (sales function, trade marketing, supply chains ...)	Reckitt Benckiser Paris (91) 
2016-2017	Customer Relationship Employee <ul style="list-style-type: none">o Inform and advise customers to strengthen customer loyaltyo Participate in customer surveys to develop the business	IKEA Rennes (35) 