

LUCILE BERGAR

French & English

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EXPERIENCE

DIGITAL MARKETING ASSISTANT

INTERFAX LTD, BLANCHARDSTOWN (IE) | DEC 2017 - AUG 2018

Develop marketing collateral for InterFax and ShieldQ (presentations, sales flyers and brochures) in both French and English (Canva).

Involve in every step of the marketing campaign from crafting the initial email, writing the marketing content, designing the CTA, to the creation of the landing page.

Measure the effectiveness of each marketing campaign through statistical analysis available on the Hubspot platform.

Online Ad : LinkedIn Ad to drive traffic and create new leads.

Use of Google Trends & Google Analytics to identify new markets and to analyze our website traffic.

Create, manage and grow the company's presence on Social Media platforms (Twitter, Facebook & LinkedIn)

Create and Send the internal newsletter (Company news, press releases, events) using MailChimp.

FINANCIAL ANALYST

INFOSYS, DUBLIN | FEB 2017 - NOV 2017

Analyzed both quarterly and annual reports of companies reporting in both French and English.

Updated the Bloomberg Terminal with the latest and most relevant financial data.

MARKETING & COMMUNICATION ASSISTANT (INTERNSHIP)

SOCIETE GENERALE, CAEN (FR) | FEB 2016 - JULY 2016

Created and diffused the latest bank offers through a direct marketing campaign (flyers and Posters) in line with the banks corporate image.

Worked day-to-day with the 31 bank branches (local marketing) where I relayed the latest marketing directives and handled any related queries.



EDUCATION

MASTER'S DEGREE IN MARKETING

IAE CAEN | 2015 - 2016

BACHELOR IN ECONOMICS AND BUSINESS ADMINISTRATION

UNIVERSITY OF CAEN | 2011 - 2014

SKILLS

Open Office

CSS & HTML

Hubspot / MailChimp

Google Analytics/Adwords

LinkedIn Ad

Social Media