

IT / DIGITAL PROJECTS

Margaux LAPRAY



FEW WORDS ABOUT ME

Because I put a lot of work to the achievement of my professional goals, I am fully involved in the acquisition of key skills in digital and project management. I am curious and proactive in finding solutions. Open-mindedness and diplomacy are my everyday allies.

DIGITAL MARKETING SKILLS

- Photoshop, Illustrator, Canva
- Premiere, Camtasia
- Jive, Teams, Yellow, Trello, Zoom
- Google Analytics, Comscore

IT SKILLS

- HTML, CSS, Bootstrap, PHP
- Langage C
- Langage C#, Java
- Oracle SQL, Merise
- Word, Excel, Powerpoint, Outlook, Access

LANGUAGES

- English- "C1" > TOEIC 875/990 in 2014
- French- native language
- Italian - notions

PERSONNAL INFORMATION

Live in Paris 12e
Driver's License
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WORK EXPERIENCES

IT Project Manager

Christian Dior Couture, Paris 8e | Dec18 - Nov19

- IT project management, follow-up of the design and schedule of deliverables, tests and writing of incidents, follow-up of corrections and update of project documents.
- Change management on new collaborative tools.
> Project management, coordination, training, support, English

Digital Project Manager

Orange France, Arcueil 94 | Sept16 - Sept18

- Point of contact between the Product teams in-house and the external digital agencies.
- Coordination and monitoring of communication actions around digital services.
Communication strategy, web, KPI and analytics, front end, marketing.

Digital Marketing and Communication Manager

Société Générale CIB, La Défense 92 | Jan16 - Juil16

- Internship in change management.
- Support for the adoption of the collaborative solution Jive Software to my team (30pers) then to the direction of risks (500pers).
> Community management, events, training, support, definition and monitoring of KPIs, mission in English.

EDUCATION

Master's Degree in IT Projects and Business Strategy - Apprenticeship

Université Paris Diderot, Paris 13e | 2018-19

Formation orientée développement informatique et compréhension des spécificités techniques des projets en relation avec les systèmes d'informations. Développement logiciels et Management des SI.

Master's Degree in Management Studies, Major Digital Marketing - Apprenticeship

Institut Mines-Télécom Business School, Paris 13e | 2016-18

In-depth training in multichannel marketing, digitalization of communication and services. Management of digital transformation and digital project management.

Bachelor in Management & IT

Institut Mines-Télécom Business School (ex Telecom EM), Evry 91 | 2013-16

General education on the fundamentals of marketing, management and communication.
Digital oriented and highly internationalizing.

Certificate Digital Marketing & Communication Management

Dublin Institute of Technology, Dublin, Irlande | 2015

Double degree course in partnership with the Bachelor of IMT BS. Academic semester.

Christian Dior
COUTURE

