

Marie-France LUNGANGA

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Creative and analytical professional transitioning into product management, combining expertise in marketing and web development with a focus on innovation and strategy. With hands-on project experience and proficiency in digital tools, I excel at turning ideas into impactful solutions. Driven by continuous learning and excellence, I aim to create products that leave a lasting mark in the market.

PROFESSIONAL EXPERIENCE

KDS | *Digital Marketing Assistant*

Issy-les-Moulineaux | Oct 2021 - Sept 2022

- Designed and implemented email campaigns, newsletters, and webinars.
- Developing the brand's presence on LinkedIn (+600 followers, +8% engagement rate per post, 89k impressions per post).
- Managed campaigns using Marketo and Salesforce, optimizing performance through key metrics.
- Created marketing materials and updated user guides after every client release.

Busybiz | *Business developer*

Paris | April 2020 - Sept 2021

- Developed and executed commercial strategies: prospecting, content creation based on marketing automation, and weekly reporting of the company's website.
- Contributed to business growth by improving sales processes and online visibility.

Air&me | *Business developer (Internship)*

Nanterre | May 2019 - July 2019

- Managed a database of 200 prospects : prospecting
- Monitored and managed sales performance on Amazon Vendor.
- Optimized stock levels and resolved customer service issues on Fnac-Darty, Boulanger and Leroy Merlin.

EDUCATION

emlyon business school | Certificate in Web Design and Development

2023 – 2024

- Front-end development (HTML, CSS, JavaScript), introduction to web architecture (APIs, databases), dynamic data integration (JSON files), UX/UI design, project management.

EIML Paris | Master in Marketing and Communication Strategy Management

2020 – 2022

ICD Paris | Bachelor in International Business Development | 2017 – 2020

- Exchange program: Chengdu and Shanghai, China.

SKILLS

TECHNICAL:

- Web development:** HTML, CSS, JavaScript, JSON, Python.
- Tools:** Figma, Milanote, Notion, VSCode, Trello, Salesforce, Adobe Suite, CANVA.

SOFT SKILLS:

- Project management and team coordination.
- Data analysis and strategic vision.
- Creativity and storytelling for digital product design.

LANGUAGES

- French:** Native
- English:** Professional proficiency (C1)
- Korean:** Beginner (A2)

CERTIFICATIONS

- Google Analytics Individual Qualification
- LinkedIn Agile Project Manager
- Hubspot Inbound Sales Certified

PROJECTS

EVENT PLANNING APPLICATION

- Tools:** Figma, Milanote, Notion.
- Designed an intuitive UX/UI to streamline event planning.
- Description :** Mingle is an innovative application dedicated to simplifying and optimising the organisation of social events. Its main aim is to strengthen links between users by making every stage of the planning process intuitive, fluid and collaborative.

ALBUM TRIBUTE PAGE

- Languages:** HTML, CSS
- Tools:** Figma, VSCode.
- Aebox is a visual ode to my favorite band, a vibrant echo of their universe and magic.

PORTFOLIO

- Languages:** HTML, CSS
- Tools:** Figma, VSCode.
- Developed a personal website showcasing my projects and skills in product and project management, UI/UX design web development, marketing and sales .

NEWS PAGE

- Languages:** HTML, CSS, JSON, JAVASCRIPT.
- HallyuPulse is an integrated dynamic database to create a content-driven platform focused on kpop and kdrama content.