

SUMMARY

Digital-enthusiast and data-driven, currently working at Amazon as a Marketing Specialist of the EU region for the Amazon Incentives and Amazon Top Up in Store products. Experienced in project and product marketing management; fast learner with attention to details. Worked in collaborative and innovative environments; and valued by his peers as a hard worker with adaptable capabilities.

PROFESSIONAL EXPERIENCE

AMAZON, Paris, France

July 2016 to Current

Cross Channel Marketing Manager (B2B and B&M Gift Cards)

/ Marketing Plan, Budget and Implementation

- ✦ **Strategic and Operational Marketing** → Paid search campaigns (through agency), SEO and emailing campaigns. In France, Italy and Spain, we increased the number of inbound leads 81% above target and the conversion rate to 34% compared to a 23% goal.
- ✦ **Product launch** → In late 2018, I helped launch *Amazon Top Up in Store* in France, Spain, Poland and Czech Republic. I secured both on-Amazon and in-store promotional placements. I created customer stories to ensure a relevant on-site visibility and I helped transition our existing B&M product to a new branding.
- ✦ **Product management** → Launched a new version of our automatic inbound on-boarding process (not assisted by Sales people), in order to solve customer frictions and save our Sales teams time. I conducted observational research (user tests), I created prototypes, I wrote a developer documentation to transition from prototyping to production and I tracked and communicated back on the results. Six months after the update of the on-boarding process, the ratio of automation increased from an average 74% to 89% WW. Total time saved by Sales people was approximately 65 working days/year.
- ✦ **Event organisation** → Organised a One Amazon Event in France, gathering #130 clients and prospects from AWS, AMG, Pay and Amazon Incentives to generate high profits signings : Content of the Event / Logistics / Invitation emails / Website registration.

HELPING NETWORK, Santiago, Chile

April to June 2016

(startup) Product Conception & User Acquisition

Helped in conceiving a new social platform and to foster its adoption once released:

- ✦ **Market Research** → to learn from potential users, find patterns, and conclude on design principles.
- ✦ **Marketing Plan** → Acquisition strategy.

DELOITTE, Paris, France

January to July 2015

Product Management Assistant in Marketing, Innovation

Took part of the further development of the Deloitte Innovation Department, with specific inputs in:

- ✦ **Strategic Marketing** → Assisted in the definition and implementation of a Product Strategy: Context Analysis / Product Positioning / Marketing Plan.
- ✦ **Operational Marketing** → Supervised or participated in various projects: website development; promotional videos; qualitative studies; innovation challenges.
- ✦ **Project Management** → Organized from A to Z a pitch event gathering #7 entrepreneurs from growing startups; #250 people attending; influential speakers in the entrepreneur field. The event has been rated 4,5 out of 5 by the audience.

LITA.co, Paris, France

October 2014 to March 2015

(startup) Digital Marketing Consultant

The crowdfunding platform LITA.co promotes capital investment in socially responsible companies.

- ✦ Defined and set up a **digital marketing strategy** to launch the activity and then support it on the long run:
 - Search Engine Optimization and Management.
 - Analyzed the visibility of the platform; followed by recommendations on possible improvements.

VOLUNTARY WORK

JUNIOR ENTERPRISE, IÉSEG CONSEIL Paris, France

A Junior Enterprise is a non-profit civil social organisation, formed and managed exclusively by undergraduate and postgraduate students of higher education, which provides services for companies, institutions and society. Junior Enterprises are similar to real companies, counting with the principles of corporate governance like management council and executive board, and own regulation.

Vice President | September to December 2014

- Management of a 20 people team
- Business Development and Communication Representative
- Implemented strategic development solutions & Created communication tools (Website, Flyers, Visual Guidelines, ...)

Head of Quality Control | January to June 2013

- Management of a 3 people team
- Training of 30 co-workers (in Project Management, Legal Aspects, Customer Relationship, ...)
- Creation of training documentation
- Process management (Creation and Follow-up)
- Internal audit of the organisation

Quality Control Auditor | September to December 2012

- Supervised students in charge of the studies
- Ensured the studies' feasibility and legality
- Verified and validated paperwork linked with studies

EDUCATION

MASTER'S IN BUSINESS ADMINISTRATION - Peru

2015 to 2016

ESAN Graduate School of Business

- Top 5% Student
- Top ten MBA in Latin America (QS in LAM Top MBA)

MASTER'S IN BUSINESS MANAGEMENT - France

2011 to 2016

IÉSEG School of Management

- Top 1% Student
- #6 French Business School 2014, accredited EQUIS & AACSB
- #21 World Master's In Business Management 2014 (Financial Times)

EXCHANGE YEAR IN BUSINESS MANAGEMENT - Hong Kong

2013 to 2014

Hong Kong University of Science and Technology |

- #1 in Asia (QS in Asia University Ranking)
- #1 Global EMBA Ranking (Financial Times)

INTERESTS



Entrepreneurship



Technologies



UI / UX Design



Photography
- portfolio



Film Making
- portfolio

SKILLS

English



French



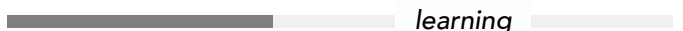
M.Office



Pardot



SQL



learning

HTML/CSS



SEO/SEM

