



Sebastien BONNAFOUS

➤ Digital Marketing, Operations & Communication Apprentice

CONTACT

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 Saint-Nom-la-Bretèche, France


 Permis de conduire B



Key Skills

- Innovation / Digital Transformation
- Graphic / UI Design
- Event coordination
- Project / budget management
- Inventory / logistics management
- Marketing campaign management
- Analytical Approach "KPI"
- Proficiency in Artificial Intelligence

Languages

 English

- Fluent "C2" → Euroaxem certificate


 French


- Native language

 Hungarian

- Native language

Education

 Bachelor | Marketing, Sales & Management
SUP de V, EGC Network → France

 2017-2022 | General Graduation
Petőfi Sándor High School → Hungary

Hobbies



Travel



Martial Arts



Tech



Design



Gym



Tennis

➤ Apprenticeship | Digital Marketing, Operations and Communication

September 2023 - Current

Weidmüller | Cergy - France

- Deployment of the marketing and communication plan in France.
- Creation and communication of promotional actions and implementation of Trade Marketing activities with distributors.
- Execution of digital marketing actions : website updates, newsletters, email campaigns, SEO, social media...
- Development of sales support tools for sales representatives, distribution partners, and customers,
- Adaptation and distribution of marketing materials.
- Organization and coordination of customer and partner events.
- Maintenance of competitive intelligence : products, promotions, marketing tools, events...
- Monitor marketing and communication operations and update various activity tracking dashboards for MARCOM activities.
- Management and optimization of marketing budgets for the French market.
- Design and facilitation of tailored internal marketing training sessions.

- ➔ Organization of HYVOLUTION 2024 fair for Weidmüller.
- ➔ Launching, monitoring and optimization of marketing campaigns.
- ➔ Implementation of lead-generation process
- ➔ Development and planning of the annual communication strategy.

➤ Apprenticeship | Marketing Digital, Operations and Communication

September 2023 - Current

Weidmüller | Milan-Italy

- Representation of Weidmüller France in Italy.
- Support for the Italian marketing team in various initiatives.
- Implementation of lead generation processes.
- Training in project management.

- ➔ Provision of necessary equipment to the sales team.

➤ Stage | Sales Intelligence

April – August, 2023

Moss | Berlin-Germany

- Conduct market research and analyze customer data.
- Maintain data integrity and generate reports in the CRM (Salesforce).
- Support the sales team through various lead-generation initiatives in key markets.
- Implement and optimize the Sales Navigator process for more effective prospect acquisition.
- Train coworkers through private sessions.

- ➔ Reviewing, filtering, and qualifying 3,000 companies.
- ➔ Achieving the highest number of accounts "reviewed by the SI team."
- ➔ Enhancing lead generation efficiency by achieving a 3x increase.

➤ IT Skills

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|------------------------|-------------------|--------------|-------------|
| ★ Confluence | ★ Salesforce | ★ ELAINE | ★ SAP |
| ★ Microsoft Office | ★ Sales navigator | ★ SnapADDY | ★ CapCut |
| ★ Adobe Creative Cloud | ★ Canva | ★ Sharepoint | ★ Photoshop |
| ★ Adobe Acrobat Pro | ★ Figma | ★ Hootsuite | ★ CMS |