

AURELIEN CAVALLO

MARKETING COORDINATOR

Details

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Links

[LinkedIn](#)

[Website](#)

Skills

Integrated Marketing

Digital Marketing

Multi Channel Marketing

Sales Strategy

Trade Marketing

Sport Marketing

Social Media Marketing

Marketing Plan

Business Plan

International Marketing

Global Marketing

Microsoft PowerPoint

Microsoft Excel

Microsoft Office Word

Languages

English

French

Spanish; Castilian

Italian

Employment History

Marketing & Sales Strategy Executive, Longchamp, Paris, FR

NOVEMBER 2018 – JANUARY 2021

- Coordinate and execute store's marketing strategy.
- Plan sales strategy with the corporate team
- Develop customer's loyalty program and CRM. Work on Salesforce and Cegid
- Manage digital communication (emails, social medias, Whatsapp).
- Write reports with Power Point, Excel and Word.
- Adapt marketing and sales strategy with worldwide customers by communicating on unique product features in English, Spanish and Italian.

93% of monthly target reached on average from 2018 until COVID pandemic.

Sales Executive - Student Job, Balmain, Gucci, Louboutin, Balenciaga, Paris, FR

NOVEMBER 2017 – NOVEMBER 2018

Interim missions.

- Improve sales strategy among the store.
- Reach monthly targets fixed by the company in term of turnover, number of sales per customer, number of transformation (from prospect to purchase).
- Administrate CRM, sales, customer database and inventories with softwares such as Salesforce or Cegid.
- Present and explain to customers all the unique features of the different ranges of products.

Education

Master in Marketing, Baruch College - CUNY, New York City

JANUARY 2021 – DECEMBER 2022

Graduated from the International Program with a GPA of 3.7 on all courses and 4 for marketing courses.

5th year of university

Master in International Marketing, ESGI group of Paris School of Business, Paris, FR

OCTOBER 2019 – DECEMBER 2021

Graduated with a grade of 15/20 for all courses and 17/20 for marketing courses. Equiv 3.8 of GPA.

4th year of college

Bachelor in economy, Université Denis Diderot (Paris VII), Paris, FR

SEPTEMBER 2016 – MAY 2019

Graduated with honours with GPA of 3.5

Winner of Inkiz : ESGI Business Game 2020, Paris, FR

JULY 2020 – JULY 2020

Digital Game of Entrepreneurship Management Simulation. You are a company of tattoo supplies and to win the contest you must have the best ROI. Be dominant in term of market shares and have the best employees happy at work.