

# Tejaswee Singh

Data-driven Business Analyst with expertise in digital marketing, e-commerce optimization, and automation. Adept at leveraging tools like excel, Tableau, and Power BI to deliver actionable insights and improve campaign performance. Passionate about tech and skilled in market research, ecommerce, and cross-functional collaboration.

## Work Experience



Sept 2023 - Sep 2024

L'Oréal Groupe | Paris, France | Apprenticeship



### E-Commerce & Advocacy Junior Manager | Europe Zone

#### • E-commerce:

- Conducted comprehensive analysis of e-commerce metrics across 5 key & 16 Mid European markets, identifying growth opportunities & delivering actionable insights to boost sales by leveraging data
- Analyzed e-commerce data to inform strategic initiatives, resulting in enhanced market positioning & sales.
- Conducted market & competitor audits to identify trends & optimize e-commerce action plans.
- Automated reporting processes & dashboards using Tableau, providing real-time access to key metrics for stakeholders.

#### • Advocacy:

- Elevated L'Oréal Paris from #3 to #1 in Europe within one year, surpassing competitors in Influence & Engagement rankings through data-driven decisions & implemented a new advocacy framework



Dec 2022 - July 2023

Nissan Motor Corporation | Paris, France | Internship



### Product Marketing Trainee (Chief Marketing Manager)

- Executed successful launch plans and go-to-market strategies for Nissan Juke SV, collaborating with multiple teams to execute launch, boosting revenue and brand image in AMIEO countries.
- Analyzed data on consumer preferences & purchase behavior, supporting strategic product launches & user acquisition campaigns.
- Conducted competitive analysis and market research, delivering insights that enhanced product messaging and positioning strategies for AMIEO countries.



Jun 2022 - Sep 2022

Bijouterie Pala | Montpellier, France | Internship



### E-Commerce & Digital Marketing Intern

- Utilized Google Analytics to monitor website traffic and user interactions, improving conversion rates by 33%.
- Created and maintained dashboards using Tableau to monitor KPIs.



## Educational Background

### Master of E-business & Digital Marketing - Paris, France

Inseec Business School  
Sep 2023 - Nov 2025

### Master in Management (MIM) - Montpellier, France

Montpellier Business School  
Sep 2021 - Aug 2023

### Bachelor of Mechanical Engineering

Rajiv Gandhi Proudhyogiki Vishwavidyalaya (R.G.P.V)  
Aug 2015 - Aug 2019

## Contact



Tejaswee Singh



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Paris, France

## Skills

### Technical Skills

- Digital Marketing
- E-commerce Management
- Product Marketing
- Market Research
- Competitive Analysis
- Data Analysis
- A/B Testing

### Tools/Software

- SEO/SEA Tools
- Data Analysis Tools
- SQL - Power Bi - Tableau
- Social Media Tools
- Looker - Profitero - VC

### Languages

- English (Fluent)
- Hindi (Fluent)
- French (Proficient A2)

### Certification/Short Courses

- Digital Marketing (Google)
- Data Analytics (Coursera)
- Data Visualization with Tableau (Coursera)

## Additional Experience



NGO TRIPURA  
WELFARE RESEARCH SOCIETY

Project & Marketing Manager



Quality Control Engineer

## Reference

### Berkay APAK



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L'Oréal Paris

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### Issam GHANDOUR



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