

THEO GILARDO

PERSONAL PROFILE

Digital Marketing graduate with coding skills and relevant experience gained during 3 internships in multinational firms and one innovative startup. Fast-learner, curious and tech-savvy, I am seeking an entry-level digital marketing position.

INTERNATIONAL EXPOSURE

From Paris, I lived 3 years in Milan, worked in Munich for 6 months and completed my MSc in Digital Marketing in Madrid and Berlin before learning how to code in Amsterdam. This international exposure has made me highly adaptable and easy to work with.

LANGUAGES

French (native language)
English (fluent)
Spanish (notions)
Italian (notions)

IT SKILLS

HTML | CSS | JS | Ruby | SQL
Google Analytics (Certified)
Google Ads (Certified)
SEO, SEA
Pack Office

EXTRACURRICULAR

Wings For Life World Run
Munich - May 6th 2018
Ran 18 km for spinal cord research

INTERESTS

- Freeride Ski
- Photography
- Travel lover (+25 countries visited)

EDUCATION

Le Wagon, Jan – March 2020
Coding Bootcamp

Amsterdam, Netherlands

- 9-week intensive coding Bootcamp learning **HTML, CSS, JavaScript ES6, SQL, Git, GitHub, Heroku** and **Ruby on Rails**.
- Le Wagon is ranked number #1 **coding Bootcamp worldwide** (Switchup)

ESCP Europe, 2018-2019
MSc in Digital Marketing

Madrid, Spain

- Specializations in Berlin: **Big Data & Analytics**
- Live Case Studies with **L'Oréal** and **Havas Media**
- Google Analytics, Google Ads, SEO & SEA trainings
- **5th Best Worldwide Business School** (Ft. rankings 2018)

BOCCONI University, 2014-2017
Bachelor of International Economics and Management

Milan, Italy

- Specializations: **Marketing, E-commerce**
- **8th Best Worldwide Business School** (QS rankings 2019)
- **3rd Best European Business School** (Ft. rankings 2019)

WORK EXPERIENCE

L'Oréal, Assistant Product Manager
Jul – Dec 2019 – Biotherm & Helena Rubinstein (HR)

Paris, France

- Creation of the 2020 Biotherm/HR retail plan and coordination with the Area Managers
- **Designed and distributed** all Biotherm/HR Travel Retail **promotion visuals** across the EMEA markets
- Integrated with the Digital team Biotherm/HR Travel Retail data into one single **platform to facilitate & accelerate marketing operations**
- Implemented **digital promotions** for HR in the new Doha Podium
- Monthly audit of brand figures and performance on **Power BI**
- Organized a contest for the field with over **25k** worth of gifts and an event for key clients with a **20k budget**

McDonald's, Digital Marketing Internship
Jan – June 2018

Munich, Germany

- Implement McDonald's Deutschland restaurants location structure on Facebook
- Work daily on **Adobe Analytics** to gain in real-time valuable customer insights
- Optimized the Digital Kiosk channel to guarantee smooth and flawless client orders

Master The Monster, Marketing Internship
Aug – Dec 2017

Paris, France

- MTM is a video content production platform for marketers
- In charge of the **CRM** of clients (ProsperWorks SaaS)
- Actively worked on the **website content**
- Ran daily tests to improve the platform with engineers