

# THEO GILARDO

## PERSONAL PROFILE

As a Digital Marketing graduate, I joined Le Wagon Bootcamp and discovered a new passion for coding! I am eager to learn, curious and I am seeking a junior front-end developer position starting immediately. You can check my [website](#) to visit my web projects!

## 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.

## IT SKILLS

- HTML, CSS, SCSS, Bootstrap
- ES6 Javascript, APIs, JSON
- Responsive Layout, UI Design
- Ruby, Ruby on Rails
- Relational Databases, SQL
- Git, Github, Technical Workflow

## LANGUAGES

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

## EXTRACURRICULAR

Wings For Life World Run  
Munich - May 6<sup>th</sup> 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: **Customer Experience & SEO**
- 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)
- **3<sup>rd</sup> Best European Business School** (Ft. rankings 2019)

## WORK EXPERIENCE

**L'Oréal**, Assistant Product Manager

Paris, France

Jul – Dec 2019 – Biotherm & Helena Rubinstein (HR)

- **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