Marketing Manager

75000 Paris · 5 à 10 ans d'expérience · Réf. 250102092143

Ma recherche

Contrat recherché : Tout contrat
Zone : Ile de France
Mobilité : sur toute la région
Rémunération : A étudier
Secteur : Bâtiment

Formations

2021-12-31 — Bac +5 — Paris-Saclay University
International Strategy and Management
2018-12-31 — Bac +3 — Thuongmai University
Business Administration and Management

Expériences professionnelles

2023-01-01 - à ce jour — Email Marketing Manager

Utilized powerful email marketing tools (Mailjet, Mailpro, Actito, Webmecanik) to develop and execute automated campaigns. Analyzed and optimized campaign performance. Enhanced email deliverability, achieving a 95% deliverability rate, 40% open rate, and 30% click rate, reaching 100,000 contacts per week. Improved customer journeys using HTML, CSS, Adobe Suite, and tracking tools (GA4, GTM), increasing customer satisfaction to 9.5/10. Maintained strong editing, organizational, and teamwork skills, improving workflow efficiency by 200% according to team feedback.

2021-01-01 - 2023-12-31 — Marketing Specialist (Amazon Seller)

Conducted market and product research using leading SaaS Amazon tools (Jungle Scout, Helium 10). Optimized product listings (Backend, Title, Keywords, and A+ Content). Managed Amazon Sponsored Advertising (PPC) and social media campaigns (Meta, Pinterest, TikTok), increasing sales by 30%. Sourced suppliers and negotiated offers, adding 20% more products. Tracked ad performance and KPIs, analyzed results, and improved performance, leading to a 25% reduction in ad spend. Implemented European logistics models and translated product, brand content, and pricing for the European market.

2020-03-01 - 2020-07-31 — Marketing Communication Assistant

Generated reports and conducted web analysis. Managed social media marketing campaigns (LinkedIn, YouTube). Organized events and led communication strategies.

2018-01-01 - 2019-12-31 — Sales and Marketing Specialist

Analyzed market competitors and gathered client insights. Maximized digital visibility through social media. Assisted in the development of marketing campaigns, resulting in a 25% increase in lead generation and a 20% increase in sales conversions.

2017-01-01 - 2018-12-31 — Assistant Sales & Marketing Manager

Supported daily operations in SEA, SEO, contributing to a 35% increase in organic traffic and a 25% improvement in PPC performance. Collaborated on social media and website posts with the marketing team. Handled requests, provided budget-aware solutions for traveler needs. Stayed updated on travel changes and provided visa guidance, reducing processing time by 15% and improving compliance rates by 10%.

Langues

Vietnamien (Notions), Anglais (Notions), Français (Notions)

Atouts

B2B & B2C Marketing, Inbound & Outbound marketing, Marketing Automation, SEO and SEA, Paid Media, Social Media Marketing, Email Marketing (Mailjet, Mailpro), Analytics and Reporting (GA4), E-commerce (Amazon Seller), Web Development (HTML/CSS), Design (Adobe PS, AI, Canva)

Loisirs

Sports, Museum, Music

Fiche anonyme — l'identité et les coordonnées du candidat sont communiquées aux recruteurs qui en font la demande sur pmebtp.com.