

75000 Paris
5 à 10 ans d'expérience
Réf : 250102092143



Marketing manager

Ma recherche

Je recherche tout type de contrat, sur toute la région Ile de France, dans le Batiment.

Formations

12/2021 : Bac +5 à Paris-Saclay University
International Strategy and Management

12/2018 : Bac +3 à Thuongmai University
Business Administration and Management

Expériences professionnelles

01/2023 - à ce jour :

Email Marketing Manager chez Flottes Automobiles sur Paris

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.

01/2021 - 12/2023 :

Marketing Specialist (Amazon Seller) chez Kmr Consulting sur Paris

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.

03/2020 - 07/2020 :

Marketing Communication Assistant chez Rethink & Lead sur Paris

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

01/2018 - 12/2019 :

Sales and Marketing Specialist chez Vfegroup sur Hanoi

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.

01/2017 - 12/2018 :

Assistant Sales & Marketing Manager chez Asia Soleil Travel sur Hanoi

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

Vietnamese (Oral : notions / Ecrit : débutant), English (Oral : notions / Ecrit : débutant), French (Oral : notions / Ecrit : débutant)

Centres d'intérêts

Sports, Museum, Music