

**91200 Athis-mons**  
**5 à 10 ans d'expérience**  
**Réf : 250108140105**

## Product manager

### Ma recherche

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

### Formations

**06/2019** : Bac +5 à INSEEC U. (SupCareer)  
Master II International Business Strategy

**06/2018** : Bac +4 à Ecole Supérieure de Publicité  
Master I Innovation Communication Marketing & Digital

**06/2017** : Bac +3 à ISEE Business School Ynov Paris sur Paris  
Bachelor Marketing, Commercial & Communication

### Expériences professionnelles

**01/2021 - 12/2023 :**  
Associate Product Manager - Automotive chez Addok, Eqip, Lts, Legallais, Champion sur Toolstation  
Brands : FACOM - Expert by FACOM - Mac tools - Usag  
Manage regional promotions/events  
Collect sales forecasts from different regions  
Train the Regions on new products and processes  
Co-manage projects with different departments : global/ regional marketing, training, sales, etc.  
Create marketing and technical supports : presentation/launch/product training  
Present new products to sales teams

**01/2019 - 12/2020 :**  
Trade marketing manager chez Adook (socoda Et Cofaq) sur Manutan

**01/2017 - 12/2023 :**  
Trade marketing manager chez Stanley Black & Decker sur France  
Brands : FACOM - Expert by FACOM - Stanley  
Define and develop national animations plans  
Ensure the progress of the actions implemented  
Create communication supports for the different campaigns  
Define and develop MAPs with Customers and Sales Managers  
Establish digital strategies with Customers  
Create web campaigns and optimize the customer experience

**01/2017 - 12/2018 :**  
Global Team chez Facom - Expert By Facom  
Carry out market research  
Co-manage projects with different departments : purchasing, qualification, sales, trade marketing, etc.  
Prepare reports, presentations, etc.

Perform product tests  
Fill internal management systems  
Create packaging and technical instructions

#### **01/2015 - 01/2017 :**

Environmental Requirements Coordinator chez Renault Trucks Defense  
Lead the environmental approach within RTD and its subsidiaries Panhard, Acmat  
Monitor different regulations  
Manage the process between DO, Purchasing dep. and After-Sales (collection, processing and data analysis - contact and follow-up with suppliers)  
Fill up and maintain database (Access)  
Carry out Customer (State) deliverables relating to environmental requirements  
Schedule and attend environmental awareness and training sessions (internal and external)  
Purchase AFNOR standards

#### **Langues**

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Anglais (Oral : bilingue / Ecrit : avancé), Français (Oral : maternelle / Ecrit : expérimenté)

#### **Atouts et compétences**

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Automotive, Brands, Trade marketing, Construction, customer experience, presentation, presentations, digital strategies, environmental awareness, forecasts, International Business, packaging, purchasing, Purchase, management systems, market research, Marketing, product training, manage projects, Sales, Marketing strategy, training, Prepare reports

#### **Centres d'intérêts**

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Volunteering, Trips & discoveries, Series, films