

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 Batiment.

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, Equip, 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

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

Atouts et compétences

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

Volunteering, Trips & discoveries, Series, films