Product marketing specialist

Ma recherche

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

Formations

12/2021 : Bac +5 à Skema Business School
International Marketing & Business Development

12/2019 : Bac +3 à Don Bosco University
Bachelor of Business Administration

Expériences professionnelles

02/2023 - 09/2024 :
Product Marketing Specialist chez Agence Digitale sur Paris
Developed strategies and activations across key digital pillars: Media, Digital in-store, E-Commerce activations.
Optimize tagging rates in Adobe Analytics using qualitative insights provided by media partner and dashboard optimization. Consolidated and analyzed in product launch (Go-to-Market), highlighting key insights and learnings.

01/2022 - 01/2023 :
Responsable Marketing Digital chez L'oréal sur Paris
Responsible for the creation and execution of digital advertising campaigns, managing budgets and optimizing ad spend which achieved a 20% decrease in cost per acquisition for all the 36 Global beauty brands. Created landing pages for a high-funded campaign called 'Sense of Purpose,' generating over 500+ million impressions globally.

07/2021 - 01/2022 :
Digital Marketing EMEA chez Toyota
Developed and implemented project strategy, focusing on Adobe Analytics and coordination of data insights and trends, to effectively lead multi-channel social media campaigns and keep key stakeholders informed.

07/2018 - 04/2020 :
Data Analyst chez Thomas Cook Airlines
Deployed models on AWS and Google Cloud, achieving 99.9% uptime and reducing deployment time by 40%.
Created data models with dbt on BigQuery and wrote documentation resulting in 35% sales growth above target.

Langues

English (Oral : maternelle / Ecrit : expérimenté), French (Oral : courant / Ecrit : intermédiaire)