Product Marketing Specialist

75000 Paris · 1 à 3 ans d'expérience · Réf. 250212122103

Ma recherche

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

Formations

12/2021 — Bac +5 — Skema Business School
International Marketing & Business Development
12/2019 — Bac +3 — Don Bosco University
Bachelor of Business Administration

Expériences professionnelles

02/2023 - 09/2024 — Product Marketing Specialist

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

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

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

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 (maternelle), French (courant)

Atouts

Data Analytics, Digital Marketing, Web Development, Project Management, Stakeholder Management, Communication, Negotiation

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