# Manager marketing

Né(e) en 1986 · 75017 Paris · 3 à 5 ans d'expérience · Réf. 250303134006

## Ma recherche

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

## Formations

09/2025 — Bac +5 — INSEEC Business School
MSC International Business & Project Management
09/2024 — Bac +5 — SKEMA Business School
Mastère Spécialisé® en Digital Marketing, Big Data & Project Management
06/2022 — Bac +5 — ISC Paris
Programme Grande École
12/2018 — CPGE HEC

## Expériences professionnelles

02/2023 - 02/2024 — Product Owner / International Partner Business Development

Supported the management of a global distribution network with over 80 distributors across EMEA, Central, and South America. Collaborated with external stakeholders—clients, end-users, and partners—to ensure product quality aligns with company objectives. Led product lifecycle management, including defining product direction and strategy. Assisted in organizing the distributor conference, ensuring smooth planning and execution. Managed the company newsletter, contributing creative content ideas and overseeing the editorial calendar. Implemented internal marketing tools to enhance team efficiency. Developed and communicated strategic roadmaps to align product strategies with broader business goals. Identified opportunities in current and future markets through market research, customer satisfaction surveys, and more. Monitored key commercial performance indicators to track progress and optimize strategies.

05/2022 - 10/2022 — Junior Event Marketing Manager

Media Monitoring, Business Analytics & Data Processing, Process Reengineering, Brand Building.

04/2021 - 10/2021 — Junior Digital Performance Manager

Conducted prospecting for acquisition and retargeting via Google and Meta platforms. Gathered and analyzed data to derive actionable insights on Data Studio. Tracked identified business issues and provided follow-up. Assisted in decision-making for the growth of Jobyx's Web Ergonomics and SEO. Orchestrated the creation of advertising campaigns.

02/2019 - 07/2019 — Junior Digital Performance Manager

Consulted with customers to align with their business and technical objectives. Presentation of results and concepts directly to clients. Identify opportunities for integrating 'Business Modeling'. Analyze performance data to make informed decisions. Configured tools such as Google Analytics and Google Tag Manager. Translation of (KPIs) into GDS for clear visualization campaign performance.

## Langues

Anglais (maternelle), Français (courant), Arabe (courant), Espagnol (courant)

## Atouts

Digital Marketing, Data Science, E-commerce, Business Analytics, Data Processing, Process Reengineering, Brand Building, Project Management, Google Analytics, Salesforce, HubSpot, Trello, Webflow, WordPress, Shopify, Figma, Adobe XD, Canva, SQL, PHP, HTML, Excel, Power BI

## Loisirs

Digital Marketing, Data Science, E-commerce, Business Analytics, Web Ergonomics, SEO, Trends in Entertainment and Gaming

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