

75000 Paris
1 à 3 ans d'expérience
Réf : 250314025804



Marketing specialist

Ma recherche

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

Formations

12/2023 : Bac +5 à Skema Business School
MSc. International Marketing & Business Development

12/2022 : Bac +3 à SRM University
B.Engineering, Electronics & Communications

Expériences professionnelles

04/2024 - 09/2024 :

Business Developer (Sales & Marketing) chez Eit Worldwide sur Paris

Developed and implemented market penetration strategies tailored to the unique dynamics of the EMEA region, successfully entering new markets and increasing overall market penetration by 20%. Developed and implemented sales enablement tools and resources, which improved the sales team's performance and contributed to a 25% uplift in revenue. Designed and executed lead generation marketing campaigns using a mix of inbound and outbound strategies, increasing qualified leads by 50% and effectively nurturing them through the sales funnel. Developed and executed integrated marketing communication plans that unified messaging across various channels, ensuring consistency and reinforcing the brand's value proposition. Identified key decision-makers over LinkedIn Sales Navigator to generate 15% more partnership opportunities.

09/2023 - 02/2024 :

Digital Marketing & Sales intern chez Growthmedics sur Almelo

Supported the sales team in lead generation activities, including cold calling, prospecting, and follow-up with potential clients. Developed and executed highly targeted marketing campaigns, resulting in a 28% increase in open rates and reply rates. Developed high-quality content for blogs, social media, email newsletters, and promotional materials, driving a 40% increase in website traffic and enhancing audience engagement. Implemented comprehensive paid acquisition strategies, including display advertising, social media ads, and retargeting campaigns, resulting in a 50% increase in customer acquisition and a 20% improvement in conversion rates. Assisted in managing the CRM system, including data entry, organizing client information, and generating reports. Assisted the team in developing PPC & SEO strategies to increase brand visibility and website traffic.

05/2019 - 11/2019 :

Business Development intern chez Universal Optics sur Roorkee

Supported the sales team in cold calling, prospecting, and following up with potential clients, leading to a 30% decrease in the average sales cycle time and enabling faster deal conversions. Researched and analyzed current market trends, identifying opportunities to increase sales by 15% in Q2. Retained 28% of customers considering cancellation through proactive engagement and problem-solving. Managed CRM database to track lead qualification & progress including generating reports for Q2 and analyzing market trends.

Langues

Anglais (Oral : maternelle / Ecrit : expérimenté), Français (Oral : notions / Ecrit : débutant)

Centres d'intérêts

Logistique, Géopolitique, Business, Finance, Crypto