Marketing and Communication Manager

92000 Nanterre · 1 à 3 ans d'expérience · Réf. 250509001726

Ma recherche

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

Formations

12/2023 — Bac +5 — IESEG School of Management
Master in International Business
12/2018 — Bac +3 — DIT University
Bachelor in Electronics & Communication Engineering

Expériences professionnelles

01/2023 - 12/2023 — Digital Product Project Manager

Identified business opportunities and generated sales leads, supported marketing campaigns which boosted sales by 20%. Collaborated effectively with a 6 diverse, member international team to achieve project goals. Analyzed the process issues by designing surveys for feedbacks which helped in timely resolution of inquiries by 95%. Analyzed big data sets using advanced statistical techniques, resulting in a 25% increase in the identification of actionable insights.

01/2022 - 12/2023 — Digital Quality Intern

Developed 5+ visually appealing presentations and quantitative analysis of data, resulting in a 30% increase in employee knowledge retention for quality reporting platform. Automated data collection processes using Excel, reducing manual effort by 50% and improving data accuracy.

01/2020 - 12/2021 — Assistant Team Lead

Analyzed customer experience data from 8+ studies, translating insights into actionable recommendations for clients. Delivered 8+ client projects on time, achieving a 90% client satisfaction rating. Led the execution of 20+ multi-country studies, coordinating activities across diverse teams and geographical regions, resulting in on-time and on-budget delivery of project milestones.

01/2019 - 12/2020 — Market Research Analyst

Managed 20+ customer experience (qualitative and quantitative) global market studies resulting in the identification of market trends and opportunities for growth. Collaborated with cross-functional teams to develop and implement innovative product enhancements, resulting in a 25% increase in customer engagement and satisfaction scores.

01/2018 - 12/2018 — Market Research Analyst

Conducted customer segmentation and recruited over 200 potential respondents for qualitative surveys through targeted outreach and networking efforts, achieving a 90% response rate. 500+ user interviews translated into actionable strategies, boosting customer satisfaction by 90%.

Langues

English (maternelle), Hindi (maternelle), French (courant)

Atouts

Microsoft Office, IBM SPSS, Data Analysis, Data Mining, Data Visualization, Project Management, Communication Skills, Time Management, Team Management, Stakeholders Management

Loisirs

Keen interest and passion for marketing insights and project management

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