

92000 Nanterre  
1 à 3 ans d'expérience  
Réf : 250509001726



## Marketing and communication manager

### Ma recherche

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

### Formations

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**12/2023** : Bac +5 à IESEG School of Management  
Master in International Business

**12/2018** : Bac +3 à DIT University  
Bachelor in Electronics & Communication Engineering

### Expériences professionnelles

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**01/2023 - 12/2023** :

Digital Product Project Manager chez Faurecia sur Nanterre

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 chez Faurecia sur Nanterre

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 chez Gnosis Partners sur Noida

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 chez Gnosis Partners sur Noida

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 chez Phronesis Partners sur Noida

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

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

## Centres d'intérêts

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Keen interest and passion for marketing insights and project management