Marketing Project Manager

13760 StCannat · 5 à 10 ans d'expérience · Réf. 990000002781

Ma recherche

Contrat recherché : Tout contrat

Zone : Toute la France

Mobilité : sur toute la france

Rémunération : A étudier

Secteur : Bâtiment

Formations

2025-12-31 — Bac +5 — MOMA - Montpellier Management

Master's in Management and Business Development Online Master's focused on project management and business development, with an emphasis on digital tools and commercial strategy.

2022-12-31 — KEDGE Business School

EBP International Program Multidisciplinary training in management, marketing, and international business, with internships abroad and courses in English, focused on developing global business skills.

2022-12-31 — Bac +3 — International School of Management

Bachelor of Science in International Management Joint program between KEDGE and ISM, focused on business strategy and management in an international context, with practical projects and a strong multicultural dimension.

Expériences professionnelles

2024-01-01 - 2024-12-31 — Marketing Project Manager

Coordination and management of the team to ensure the success of marketing initiatives from concept to completed project. Organization and management of event projects to ensure alignment with company objectives. Evaluation of campaign performance to optimize strategies and improve results.

2024-01-01 - 2024-12-31 — Cheffe de projet marketing

Organisation et gestion d'événements en alignement avec les objectifs de l'entreprise. Conception et mise en œuvre de stratégies marketing pour stimuler l'engagement et atteindre les objectifs. Coordination d'équipe pour garantir le succès des initiatives marketing, du concept à l'exécution.

2022-01-01 - 2022-12-31 — Buyer Division Manager

Strategic management of the buyer portfolio, including planning and executing purchasing strategies. Direct supervision of buyers during events, with detailed planning of wine tastings. Comprehensive administrative management of the division, ensuring operational efficiency and procedural compliance.

2022-01-01 - 2024-12-31 — Marketing Coordinator

Managed and optimized the brand’s digital presence to enhance visibility and impact. Mastered marketing strategies, including performance analysis to optimize campaigns. Collaborated across departments to optimize the customer journey and strengthen the brand through marketing strategies.

2020-01-01 - 2021-12-31 — Marketing Manager

Developed and implemented a comprehensive marketing strategy, including the launch of a modernized website. Successfully introduced new products to the market to enhance our offering and strengthen competitiveness. Strategically optimized the target market to boost consumer engagement from the website launch.

Langues

Français (Langue maternelle), Anglais (Bilingue)

Atouts

Marketing digital, Gestion de projet, Gestion des réseaux sociaux, Emailing, Gestion de blog, Analyse de données, Créativité, Orientation résultats, Organisation, Adaptabilité, Organisation d'événements, Stratégie marketing, Coordination d'équipe, Gestion de projet événementiel, Analyse des campagnes, Branding,

Collaboration interdépartementale, User journey, Stratégie achats, Gestion des opérations de dégustation, Gestion administrative, Lancement de produit, Stratégie go-to-market

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