

# Charlene DERIVAL

Looking for an internship in Digital Marketing

Are you looking to hire a motivated and energetic graduated student to work for your company? Don't hesitate any longer! I am available immediately !

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📍 Paris, France

🌐 [linkedin.com/in/Charlene Derival](https://www.linkedin.com/in/Charlene-Derival)

## WORK EXPERIENCE

### Junior project manager in marketing & communication HABITAT

01/2020 - 09/2020

Aubervilliers, France

Achievements/Tasks

- Operational marketing
- Social networks: assistance in setting up the schedules of the different networks
- Shooting photos : assistance in the organization of the shootings / brief to the artistic teams, mood boards and product association, logistics

Contact: Maelliz Valette - [maelliz.valette@habitat.fr](mailto:maelliz.valette@habitat.fr)

### Customer Service Adviser (Student job ) Boulangier

10/2014 - Present

Rosny-sous-bois, France

Achievements/Tasks

- Welcoming customers
- Sales

Contact: Frédéric Joie - [frederic.joie@boulanger.com](mailto:frederic.joie@boulanger.com)

### International Product Manager Consultant O'Beinglish

01/2019 - 06/2019

Courbevoie, France

Achievements/Tasks

- Mission to help the start-up to go international in Vietnam.
- Support the client in the expansion process.
- Market study, and positioning.
- Propose (3) expansion scenarios.

### Marketing Assistant (export mission) La Savonnerie de Bormes

09/2015 - 12/2015

Barcelona, Spain

Achievements/Tasks

- Sales negociation / Prospection /Creation of sales tools (flyers, business cards, product information sheet).
- Commercial appointment and presentation of our products : signature of 2 contracts.
- Market study of the organic cosmetic product in Barcelona.

### Marketing Assistant Ben Amun

05/2015 - 07/2015

New York, United-States

Jeweller

Achievements/Tasks

- Launched a marketing campaign / Creation of flyer
- Prospection : e-mailing et phoning United-States, Switzerland, Belgium and France
- Creation of a database with more than 500 contacts

## EDUCATION

### Master in Management with a major in International Business

EDC Paris Business School

09/2018 - Present

La Défense, France

Courses

- Brand Management
- Digital Marketing

### Bachelor's Degree in Foreign Language University Paris Est-Creteil

09/2016 - 09/2018

Créteil, France

Courses

- Marketing
- English / Spanish
- Economics

### Bachelor's Degree in Foreign Language Ulster University

09/2017 - 02/2018

Coleraine, Northern Ireland

Courses

- News and Journalism
- Post War Britain
- Spanish

## SKILLS

Hardworking

Flexible

Teamwork

Creativity

Time Management

Adobe Suite (Indesign)

Microsoft Office ( Word, Exel Powerpoint )

## PROJECT

MASTER THESIS (03/2020 - Present)

- The Influence marketing: the impact of influencers on the buying behavior of Generation Z

## LANGUAGES

French



English



Spanish



## INTERESTS

🏐 Practiced handball for 10 years ( goalkeeper)

✈️ Travel

🏊 Swimming

⚽ Football fan (Liverpool)

📷 Strong interest for photography/ videos

👗 Fashion