

JUNIOR PRODUCT/PROJECT MANAGER

2 years marketing experience, 5 years sales experience

SKILLS

- Need definition, customer expectations, offer design, marketing action plan, project management
- English, analysis and synthesis, office tools and graphics
- Excellent interpersonal skills, creative, organised



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EXPERIENCES

TAKASAGO EUROPE

PARIS
6 MONTHS-2020

LABORATOIRES
TÉANE

ORLÉANS
2 MONTHS-2019

HARLEY-DAVIDSON

ORLÉANS
2 MONTHS-2018

L'EXPRESS
PARIS

● ASSISTANT INTERNATIONAL PROJECT MANAGER

Analysis of trends in the global Home Care market
Creation of olfactory pyramids and organisation of olfactory sessions
Proposal and development of innovative concepts
Assisting in the development of customer presentations

● ASSISTANT PRODUCT MANAGER

Market analysis and trends in the organic baby and mother sectors (competitive intelligence, trend studies, data analysis)
Product development (definition of brand and product strategy, development of formulations, pricing, monitoring of product validation stages, packaging innovation)
Website development (updating of customer database, content creation) Contribution to business development (prospecting, creation of sales material)

● MARKETING & COMMUNICATION ASSISTANT

Writing and graphic design of communication materials, e-mailings
Animation and development of social networks
Organisation and management of events
Creation and implementation of merchandising actions

● OTHER EXPERIENCES

Experienced Sales Consultant
Community Manager and Marketing Assistant for two jewellery stores
Secretary to disabled students
Internship in journalism

FORMATION

MASTER 2 MARKETING SALES PRODUCT & SERVICE DEVELOPMENT

IAE Metz School of Management, 2018-2020

MARKETING MANAGEMENT DEGREE

Faculty of Law, Economics and Management of Orléans, 2015-2018

BACCALAURÉAT ES EUROPEAN SECTION ENGLISH

Maurice Genevoix high school in Ingré, 2015



Passionate about multi-sector trends and innovations



Voluntary management of the marketing, communication and sales of two jewellery shops

INTERESTS