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# Marketing Manager / Business Analyst

Following my M.Sc in Innovation Management from the Toulouse University Graduate School of Management in France and I have relocate in United Kingdom to start an international career.

I have strong skills and a relevant experience in marketing and strategic management achieved through my previous job as junior consultant, CEO assistant, assistant product manager and recently junior project manager.

I am now looking for a new opportunity in a company which can offer me a strategic and challenging position in UK.

My key skills include product management, marketing campaign management, data analysis, online marketing (SEO, PPC), competitive intelligence, communication and project management.

## Work experience

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Since  
December 2009

### Junior Project Manager

**Mission:** Support the European Expansion strategy of the group and other project of the department.

**Means:** - Prepared marketing plan to enter new European market with the marketing manager  
- Translated the commercial brochure into French  
- Performed a market study on the French market  
- Managed the relationship with prospects in Romania and Belgium  
- Built a scoring matrix to set up priority for the European expansion strategy  
- Built financial forecast and presentation for CEO meeting  
- Proposed layout and structure for the commercial brochure

March 2009  
September 2009

### Product manager assistant

**Mission:** This was my graduate internship, working on the marketing and business development. In this position I have assisted the cardiac care product manager of the automated external defibrillator product range. I was in charge of analyzing sales and marketing data to provide insight to my manager in order to take marketing actions.

**Means:** - Analyzed the competition on internet in terms of price and distribution strategy  
- Analyzed the distribution channels performance: revenue and gross margin  
- Lead an opportunity study: the use of Internet as a new distribution channel  
- Developed market forecast from historical data and mathematical model  
- Supervised an email teasing campaign for a new product launch  
- Prepared product benchmarking tips and tools for the sales forces

October 2008  
December 2008

### Junior Change Management Consultant

Kaefer Aerospace

**Mission:** It was a company project for the business school. Our mission was to analyze the impacts and risks of a real corporate project and to provide recommendations to the top management of Kaefer Aerospace France.

**Means:** - Lead a student team on a consulting mission  
- Analyzed the organizational change involvements in terms of responsibilities and tasks  
- Analyzed the risks of the organizational change project on the daily activities and over workload for specific positions  
- Prepared client report and presentation on the new organizational design proposal

January 2008  
September 2008

### **Online marketing / CEO assistant**

Net Target SAS

**Mission:** My mission was to track and analyse all the key web metrics and sales figures to provide feedback on the performance of online marketing campaigns in order to present recommendations and best practices. Beside, I was working closely with the board of directors to assist them during the fund raising process and to contribute to structure the business management practices.

**Means:** - Implemented KPI and reporting dashboard for e-commerce website  
- Prepared corporate presentation for meetings with venture capitalist  
- Analyzed data from online marketing campaign (advertising and emailing)  
- Strengthened the conversion funnel performance of the Pop-Art product line  
- Managed the canvas product line (SEO, PPC, emailing)  
- Analyzed the competitive landscape: competitors, price strategy, keyword trends  
- Built a decision support tool for pricing from statistical analysis

June 2007  
December 2007

### **Junior Consultant**

B&T Associates

**Mission:** - Formalized the business requirements for Airbus supply chain IT systems  
- Deployed the knowledge management strategy  
- Collected organizational knowledge on project management processes  
- Established a corporate methodology for KPI setting and schedule management

October 2006  
May 2007

### **Operational manager / Accountant**

IAE Junior Conseil

**Mission:** - Defined the provisional annual budget  
- Managed daily accountancy  
- Defined the price policy of the consulting service offer (contents and pricing)  
- Analyzed the customer's requirements through interviews and developed the proposals (project schedule, resources, deliverables and price)

April 2005  
September 2005

### **Logistics Technician & Financial Analyst**

Liebherr Aerospace

**Mission:** - Updated the technical data sheet regarding the factory reorganization schedule  
- Managed the daily logistics operations  
- Analyzed the financial impact of the outsourcing of basic logistic operations  
- Analyzed the return on investment (ROI) of the different investment opportunities  
- Simulated depreciation of investments

## **Diplomas and education**

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October 2006  
March 2009

### **Toulouse University Graduate School of Management**

Master's degree in Innovation Management

**Area of specialisation:** Marketing, Strategy, Finance, Project management, Innovation management

October 2005  
May 2006

### **Toulouse University Graduate School of Management**

Bachelor's degree in Management and Marketing

**Area of specialisation:** Marketing, Sales, Finance, Accounting, Economics, Statistics

September 2003  
May 2005

### **Toulouse University Paul Sabatier**

Associate Degree in Finance and Accounting

**Area of specialisation:** Micro Economy, Finance, Accounting

## Computing skills

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### Software

- Pack Office: Word, Excel, Powerpoint, Visio, Outlook
- Project management: MS Project, Gantt Project
- Statistics and Marketing: SPSS, Sphinx
- Web: CMS, Google Analytics, Photoshop CS2

## Language skills

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### English

**Speaking competence:** Fluent, **Written competence:** Fluent

### French

**Speaking competence:** Native speaker, **Written competence:** Native speaker

## Various

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### Personal blog

Strategies for Innovation

### Travel

Spain, Italy, Belgium, Netherlands, United-States, Germany, Morocco

### Hobbies

Volley-ball, Ski, Snowboard, Photography