

Anouk

Digital marketing & Communications

New York City

CORE COMPETENCES

Digital Marketing Campaigns, Email Marketing, Paid Advertising, E-commerce, Influencer Marketing, Social Media Management, Project Management, UX/UI Design, Instagram, Twitter/X, Youtube, Pinterest, TikTok, HTML5, CSS3, Trello, Canva, Adobe Suite, Microsoft Office Suite, Monday, Notion, WordPress, Sendinblue, Mailchimp. Fluent in both English and French. **No sponsorship required.**

WORK EXPERIENCE

Sodexo: Food and Facilities Management

Paris, France

Digital Project Assistant

September 2020 – September 2022

- Led successful digital marketing campaigns, driving a 30% traffic increase and 65% higher conversions.
- Grew Instagram followers from scratch to over 3500 followers in 2 years.
- Executed email campaigns with a 97% sales increase and implemented segmentation strategies.
- Improved SEO rankings by 2 places, resulting in a 40% organic search traffic boost.

Amundi Asset Management

Paris, France

Interdisciplinary Project Intern

July 2019

- Collaborated with diverse teams to optimize the company's documentation system, enhancing accessibility and efficiency. Leveraged strong communication skills to facilitate streamlined processes.
- Demonstrated strategic thinking by identifying and addressing challenges in the documentation system and furniture replacement project. Leveraged analytical skills to devise solutions.

Nombre d'Or Architecture

Paris, France

Internship Assistant Project Manager in Architecture

May – June 2019

- Collaborated with luxury jewelry brands to oversee construction sites and ensure safety compliance.
- Managed administrative tasks, including building permit applications and project budget maintenance.
- Maintaining Portfolio of past work with Adobe InDesign.

EDUCATION

New York Institute of Technology | School of Management

New York, NY

Advanced Certificate in marketing (MBA level) | GPA: 3.75

August 2023

EFAP | International School of Communications

Paris, France

Master's degree Strategic Marketing & Communication | GPA: 3.8

January 2023

ECITV | Digital and Audiovisual School

Paris, France

Bachelor's degree Digital marketing and audiovisual communications | GPA: 3.77

July 2021

LEADERSHIP EXPERIENCE & ACTIVITIES

Modo Yoga

New York, NY

Energy Exchange Program

February 2023 - today

New York Fashion Week

New York, NY

Volunteer

February 2023