

JULIETTE

LOOKING FOR A POSITION STARTING FROM APRIL 2024

 French-American nationality

EDUCATION

Bachelor's degree in International Management

ICN Business School, Nancy

2019 - 2022

Relevant courses: Marketing, business law, statistics, commercial negotiation, project management...

Dual degree for my bachelor's - Specialization in Marketing

University of Galway, Ireland - Business School

2021-2022

Relevant courses: Marketing research and strategy, digital marketing planning, brand management, marketing analytics...

MBA in Communication and Marketing Strategy

EFAP, Lyon

2022-2024

Relevant courses: Digital marketing, communication strategy, ethics and corporate responsibilities...

SKILLS

CANVA - DATA PRESSE - MICROSOFT OFFICE - ADOBE - META BUSINESS

WORK EXPERIENCE

Intern in press relations and community Management

TERRE DE ROSES

JANUARY-JULY 2023

- As a community manager, I created content and managed social media for our top three largest clients, resulting in a 30% increase in subscriptions over six months. I coordinated an influencer campaign involving 60 influencers to boost brand presence. In press relations, my responsibilities included extensive data management, follow-up activities, and event coordination for press gatherings with 20 to 50 journalists. Notably, I served as the sole team member capable of effective English communication, facilitating interactions with internationally-focused clients.

Intern in the communications department

EPINAL TOWN HALL

APRIL-JULY 2021

- In a dual role, I focused on marketing research. I initiated a readership analysis campaign targeting 31,800 magazine subscribers and 20 deputy mayors and department heads at City Hall. Leveraging a blend of quantitative and qualitative methodologies, I achieved a 4% response rate within the readership, leading to operational refinements for the magazine's format during the 2021 back-to-school season. Additionally, I contributed to the communication strategy for the 2021 French Road Cycling Championship hosted by the city, an event drawing an annual audience of over 1.5 million spectators. Responsibilities included strategic planning, social media management, website optimization, radio advertising, urban signage, event branding, partner village coordination, and oversight of promotional merchandise.

Intern in digital communication and marketing

HUBEEE

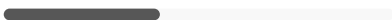
JUNE-JULY 2020

- I managed content creation and strategic campaigns to enhance the startup's brand visibility. Responsibilities included creating brochures, impactful social media posts, SEO optimization, crafting web articles, and video editing. Notable achievements during this internship encompass hosting a webinar for a broad audience, engaging six key suppliers, and overseeing the end-to-end development and execution of a prospecting campaign, with meticulous ROI tracking.

LANGUAGES

French  Mother tongue

English  Professional working proficiency

Spanish  Elementary proficiency