



CHARLINE BRES














DIGITAL MARKETING

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ABOUT ME

I am an aspiring Digital Marketing professional, set to complete my master's degree in Digital Marketing in September 2024, following a rewarding 2-year traineeship at Saint-Gobain, SEFPRO. Eager for a new challenge, I am actively seeking a Digital Marketing role through the French V.I.E program.

SKILLS & TOOLS

Webanalytics & SEO  	CMS  <i>Drupal 7.8.9.10:</i> <ul style="list-style-type: none"> design publishing, lead management, 	Microsoft office 360 	UI 
Tickets management  	CRM  <i>Salesforce:</i> <ul style="list-style-type: none"> lead management, reports, dashboard, tickets management 	PAO 	
Languages  French: Native  English: Fluent A year in Ireland  Italian: Professionnal	Asset management 	Emailing <i>GetResponse:</i> <ul style="list-style-type: none"> content, design, analytics 	

and enthusiastic to discover more...

EDUCATION

- Master of Digital Marketing**
Institute of Business Administration, FRANCE
- Bachelor of Marketing Business**
Technological University of Dublin, IRELAND
- Bachelor of Applied Foreign Languages**
Université Paul Valéry, FRANCE *English & Italian*

EXPERIENCE

SUMMER JOBS 2019-2022
 Carrefour, Grand frais, E.Leclerc, Marie Blachère, pâtisserie-chocolaterie

→ Cashier, Bakery assistant, Waitress, Shelving employee

DIGITAL MARKETING SPECIALIST
 Saint-Gobain, SEFPRO Sept. 2022 - Sept. 2024

→ **Website optimization:** Lead management, Publishing, Technical optimization, Content creation, co-writing with stakeholders, UX optimization, integration of the content of a new BU.

→ **Launching of a customer portal:** Tests UX/UI, Agile method, Specifications, Ticketing, Webinars to onboard internal users (change management),Tutorials supports, Communication campaign both internal and external (worldwide).

→ **WebAnalytics:** Implement of Analytics tool, Define KPIs, Traffic & User behavior analysis an (+85% of sessions), Referral sources, GA4 Tracking plan.

→ **SEO strategy:** Identify keywords, On-Page SEO (+23% site health), Backlinks strategy, Technical SEO, SEO oriented content, Competitor analysis.

PROJECTS

- One-year experience in Ireland
- Participation at CES, Las Vegas
- Website portfolio
- [Google Analytics certification](#)