



Alexis Szlaga

Seeking a Digital Marketing Position to start early November 2015

www.alexis-szlaga.com

24 years old • Driver's License • ✉ alexis.szlaga.09@gmail.com • ☎ +33 7 82119420 • 📧 alex_szlaga

After a Master 1 in International Business at Rouen Business School, I choose to improve my competencies in digital strategy and marketing. Previous job experiences helped me being familiar with automotive finance and tourism industries.

I'm looking for a digital position to start early November 2015.

Being constantly dynamic, accurate, creative, and having a digital and international experience, I'm ready for new challenges to grow your business.

EXPERIENCE

Social Media & Media Online Assistant



Club Med • Paris (France) • Internship • April 2015 - October 2015

- ▶ Help to develop the strategy on social medias and improve online media performance to the worldwide level.
- Creation of content via Photoshop and redaction of editorial guidelines for all social medias,
- Setting-up and optimisation of Google Business pages for all resorts: € 2 millions of sales generated in 4 months,
- Projects management on the customer journey socialization of the B2C website: Social Wall & Social Login,
- Analysis of the different levers of traffic acquisition and conversion on social medias.

Digital Consultant - DareDo

DareDo • Student Project • October 2014 - April 2015

- ▶ Operational Advisory Mission for DareDo (Start-Up). Launching of a m-coaching app on the global market. - Benchmark of the best practices - Optimizing the app's ergonomics - Establishing the Inbound Marketing features - Defining the Social Media Strategy - Prototyping beta version.

Social Media Strategist Consultant - Voyages-SnCF



Voyages-sncf.com • Student Project • October 2014 - November 2014

- ▶ Establishing a White Paper on "Customer experience 3.0 in the travel industry" and presenting a strategic recommendation to Voyages-SNCF.com on the mobile user experience.

Junior Marketing Analyst - RCI Banque, Renault Dublin



Renault Group • Dublin (Ireland) • Internship • July 2013 - December 2013

- ▶ Responsible for creating and communicating marketing reports for the Renault / Nissan network on financial offers.
- ▶ Updating and creation of reports following RCI's key activities - Analysis and monitoring of the Irish market's motor finance offers.

EDUCATION

MBA Marketing Digital - Institut Léonard De Vinci

MBA MCI • October 2014 - April 2015

M1 International Business - Neoma Business School

Rouen Business School • September 2009 - June 2014

- ▶ Test Scores : TOEIC 895

BSC International Business - Kingston University, London

Institut Léonard De Vinci • September 2011 - June 2012

- ▶ Erasmus exchange program

SKILLS

Technical Skills

- ▶ Social Media Marketing
- ▶ Growth Hacking
- ▶ Social Media Strategy
- ▶ CMS: Prestashop, Wordpress, Joomla
- ▶ Mobile Prototyping
- ▶ Photoshop
- ▶ Google Business
- ▶ HTML CSS
- ▶ CRM
- ▶ Pack Office

Personal Skills

- ▶ Relational
- ▶ Creative
- ▶ Writing
- ▶ Accurate
- ▶ Entrepreneurship

Languages

- ▶ French - Native Language
- ▶ English ●●●●●
- ▶ Spanish ●●●●●

INTERESTS

Hobbies

- ▶ New Techs
- ▶ Social Medias
- ▶ Automobile 2.0
- ▶ Sports
- ▶ Travel