

# Gwennaëlle Penaud

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## PROFILE

Graduate with a Master's in Strategic Marketing & Business Development, native French and fluent in English, I am seeking professional opportunities in Spain. I am especially interested in roles in marketing, business development, or client relations, with a particular interest for the tourism, culture, and retail sectors.

## PROFESSIONAL EXPERIENCE

**Aug 2024- Aug 2025**

Levallois Perret, France

**Doctolib, Product Marketing Manager Assistant**

*Europe's leading e-health platform, serving over 340k healthcare professionals & 90 millions patients*

- Multichannel activation plans in a B2B environment (doctors/practices), tailored by specialty, to increase the usage of clinical/financial modules of the medical software.
- Support for the launch of the Consultation Assistant, Doctolib's first 100% AI product launched in 2024, in a PLG approach.
- Optimization of the user adoption journey: defining differentiated onboarding paths according to practitioner profiles and implementing corrective actions.
- Tech competitive intelligence: analysis and monitoring of generative AI solutions and positioning of other medical software to guide strategic positioning and product recommendations.
- User research: field studies with healthcare professionals to identify their needs and optimize the product.

**July 2023 - Dec 2023**

Paris, France

**Numberly, CRM & Digital Marketing Assistant**

- Campaign creation and deployment for major L'Oréal brands including NYX and Kérastase
- Data strategy recommendations for collection, activation, and optimization initiatives
- Post-campaign analysis and reporting with actionable insights and learnings
- Client account management and ongoing relationship development

**Jan 2023 - July 2023**

Paris, France

**Wonderbox, Associate Product Manager**

- Analyzed brand performance using GfK panel data and KPIs
- Conducted competitive benchmarking on the cultural and leisure experiences market
- Led quantitative consumer surveys to assess satisfaction and identify market opportunities
- Contributed to product development, from creative brainstorming to naming recommendations

**May 2022 - July 2022**

Toulouse, France

**Toulouse-Blagnac Airport, Marketing Assistant – Cultural and Commercial Activities**

- Supported the launch of an employee loyalty program.
- Organized events with various partners, including photo exhibitions, filming, and partnerships with Jazz in Marciac.
- Participated in the 2022 pricing study.
- Managed the shop and collect system and implemented incentive programs.

## EDUCATION

**Aug 2024- June 2025**

Sophia Antipolis, France

**Master 2 (Work-study program) : Strategic Marketing & Business Development**

*Relevant courses: Advertising, Business Strategy, Product Management, PR & Events,...*

*Thesis : "How to Integrate Generative AI Tools into a Value Proposition and Corresponding Marketing Strategy?"*

**Jan 2024- June 2024**

Cracovie, Pologne

**Master 1: Exchange Semester**

**Sept 2023 - Dec 2023**

Raleigh, Etats-Unis

**Master 1: Advanced Business Management**

**Sept 2022 - June 2023**

Lille, France

**Bachelor's Degree: Grande Ecole Program**

*Specialization in Consilience (analysis of major social issues, article writing,...)*

**Sept 2020 - May 2022**

Toulouse, France

**Preparatory Classes for Grandes Écoles, Lycée Ozenne**

*Relevant Coursework: Advanced Mathematics, Economics, Philosophy, English, German*

## EXPERIENCE ASSOCIATIVE

**Sept 2022-Juin 2023**

Lille, France

- **S'konnexion**, event Department : Organized events for the integration of international students at SKEMA.
- **Broad'Lille** : Managed communication for SKEMA's performing arts association, with a broadcast in Lille.

**Sept 2020- Mai 2022**

Toulouse, France

- **Oz'Aid** : Tutored students with difficulties

## INTERESTS

- Music
- Photography
- Cinema
- Reading
- Hiking
- Rhythmic Gymnastics (12 years)

## SKILLS AND TOOLS

### Languages

- French (native)
- English (fluent)
- Spanish (intermediate)
- German (professional skills limited)

### Softwares

- Office Suite, Excel
- Power BI
- Canva
- Salesforce
- GfK Panel