



Profile & Professional Objective

Master's degree in Entrepreneurship & Marketing at **IESEG Paris & Texas University**, international profile, I am focused on driving impactful marketing projects in tourism/hospitality sector. Highly results-oriented, customer-focused and adaptable, I like transform insights into concrete actions and deliver premium customer experience. My multicultural background and trilingual abilities reinforce my capacity to operate effectively in global, dynamic team.

Main Competencies and Focus Area

- **Product and Brand marketing**, project management, sales support materials, competitor benchmarking, market trend analysis.
- **Operational marketing & Event management**: relationships with service providers, organization, planification
- **Digital Marketing**: Content creation, social media management & engagement, community management.
- **Tools mastered**: Meta Business Suite, Canva, Google Analytics, Facebook Insights, Hootsuite, Buffer.
- **Customer satisfaction**: Service excellence, needs analysis, feedback management.
- **Languages**: Trilingual — French (Mother tongue), English C1 (Toeic: 955/990), Spanish C1.
- **Soft Skills**: Results-oriented, proactive, rigorous, initiative, team spirit, creativity, organizational skills, autonomy, adaptability, continuous improvement mindset, interpersonal fluency.

Professional Experience and internships

- **Communications Manager, Servier International** – since March 2026.
 - Internal digital communication: initiatives to inform and engage 22 000 employees
 - Brand Marketing & External communication: acted as key liaison with communication agencies to ensure alignment with brand strategy.
- **Sales Associate, Club Med Punta Cana**, boutique *La Cave* - sept 2023- jan 2024.
 - Boutique management and animation: sales of premium products, merchandising and inventory management – **Result**: +11% sales versus previous year
 - Enhancing customer experience and satisfaction. **Achievement**: + 100 weekly positive comments
- **Operational marketing & digital project manager, Excursion agency, Les Tours de Mimi**, Playa Del Carmen, Mexico may-sept. 2023
 - Set up the digital campaign on weekly basis: “Yucatan”: community management, social media animation, content creation, market monitoring. **Result**: increase view by 240%
 - Expand by developing partnerships with local service providers. **Result**: dealing with 14 local providers
 - Tour organization: booking, animation. **Achievement**: 300 to 500 customers per month
- **Havas Health Communication, Key Account Assistant** - Paris – june-august. 2022
 - Design and management of digital communication campaigns for pharmaceuticals companies
 - Content creation. **Achievement**: coordination with creative teams for *Merck* campaigns
- **Education Assistant in secondary schools: Bois-Colombes** - 2022-2023
 - Supervision of pupils and group management. **Achievement**: supervision of 350 middle school students
- **Volunteer association experience: Scouting** - 2012 to 2020
 - **Achievement**: Organization of educational projects, fundraising and charitable activities

Education

- **IESEG School of Management, “programme Grandes Ecoles”** – Paris 2020-2025
 - Top 1 Post bac French business school / Master Specializations: Entrepreneurship, and Marketing/Communication
 - Semester at **University of Texas** - Aug-Déc. 2025
- High School Equitation sports study program. Diploma with **Highest Honors (Mention TB)** - June 2020