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20/04/1989 (35 ans)

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Messancy (6780)

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Marketing Manager, Confirmé

EXPERIENCES PROFESSIONNELLES

janv. 2021 / oct. 2021

Marketing Manager

IKEA

** Creation of a whole marketing and commercial strategy for the store of IKEA Arlon (due to his special location, it includes belgian PMA as well as the Luxembourgish country). It includes maintaining the sustainability image for customers as well as customers throughout the store.*

** Responsible for promoting and protecting the IKEA image by developing and executing media and public relations strategies and plans for brand building as well as internal communications through the use of various media outlets.*

janv. 2020 / janv. 2021

Customer Relations Manager

Arlon

Children facilities, Shopping tools, Cashline and the global customer experience throughout the store.

** As part of the direction committee of the store, participation of a strategic plan for the next 5 years as well as day-to-day important decisions.*

août 2019 / déc. 2019

Commercial

Aftersales & eCom Luxembourg Manager

** Responsible for the Aftersales department (25 coworkers) for the store of IKEA Arlon as well as the eCommerce for the whole country of Luxembourg.*

** Creation of a commercial strategy around that new channel for the country, the resolution of technical problems and the improvement of the purchase experience.*

janv. 2019 / juil. 2019

In charge of the Aftersales department

Belgium Easy Buying Leader

support the development of a multichannel easy buying experience to increase convenience and give customers help when and where they need it.

** Align and optimise relevant working methods to secure the co-worker competence needed to complement the IKEA mechanical sales system and to provide input to and implement the global solutions, services and tools that support self-service and self-choice during the complete buying*

oct. 2017 / janv. 2019

Sales Food Manager

Arlon

Food offer by combining and driving range presentation, volume and commercial priorities in the most efficient way.

** Establish and maintain IKEA Food as a marketing tool by using our Swedish profile as a competitive*

advantage (also by meeting local market needs) and contribution in the creation of the IKEA Food business plan by aligned national and global strategies with local priorities.

oct. 2016 / sept. 2017

Catering & Visual Manager

New York City

** Build and maintain relationships with clients within customer companies*

** Analyze trends and identify best sellers to optimize orders and reduce costs*

** Organize events for big companies in the New York area*

juil. 2016 / oct. 2016

Junior Marketer

New York City

** Participate in the organization of events*

** Create images and designs to strengthen the brand image (invitations, menus, signage, tags...)*

** Participate to the expansion of the company in NY and abroad*

nov. 2014 / nov. 2015

Financial Advisor

Bruxelles

** Generate sales opportunities on the basis of CRM criteria*

** Commercialize banking products geared to private individuals with a focus on the consultation*

and the quality of services

** Answer customers' questions relating to banking products and services*

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PRO SKILLSWORK

** Marketing strategy*

** Team management*

** SEO*

DIPLOMES ET FORMATIONS

sept. 2011 / juin 2014

International Marketing; Magna Cum Laude

EPHEC Louvain-La-Neuve

COMPETENCES

5 years, SEO, Visual Manager, abroad, CRM

COMPETENCES LINGUISTIQUES

Anglais