
EDUCATION**EM LYON BUSINESS SCHOOL****Lyon, FRANCE****2021-2025**

- **Bachelor of Business Administration – Major in Branding & Communication**
- **English Track - TOP #3 Bachelor in France 2025**
- **Relevant courses:** Data and content Analysis, Python, Managing innovation, Digital transformation & new management practices, Business economics, Finance for manager, Business and market analysis, Mathematics and Statistics applied to market

ESCI-UPF**Barcelone, SPAIN****2023-2024**

- **International Exchange Program**
- **Relevant courses:** Data Analysis, Management of international operations, Economy and globalisation, Web analytics, International economics, Financial risk management, Process analysis, Quality management

DURHAM SCHOOL**Durham, UK****2019**

- **Exchange program of 7 weeks in boarding school**

PROFESSIONAL EXPERIENCES**DANONE GROUP****Limonest, FRANCE****10/2024 – 09/2025****Business Analyst - Apprenticeship**

- Developed and maintained activity and sales tracking dashboards on Power BI and Salesforce, analysing performance data from 130+ field agents across 10 countries in Africa (CRM, IQVIA)
- Created quality models to ensure reliable processing and calculation of incoming data, increasing data accuracy
- Produced 20+ data visualisations and strategic analyses, presenting actionable insights to 10 regional directors
- Developed a power app that automates client tracking using AI to scan sales documents reducing processing time from two months to 10 minutes, significantly enhancing efficiency

PUM PLASTIQUE (SAINT GOBAIN Group)**Antibes, FRANCE****04/2024 – 08/2024****Business & Sales Analyst - Internship**

- Boosted digital sales by 16% from March to August through targeted promotion of the online ordering platform and digital tools to a client base of over 500 BtoB customers. Top seller of the Southeast area
- Analysed sales KPIs and implemented a data-driven action plan, resulting in a 39% improvement in client penetration rates (compared to n-1)
- Organised in store digital events and customer contact initiatives to promote online ordering and digital tools
- Optimized the point of sales (agencies) level of stock by designing a new storage plan, reducing overstock by up to 6%

HORIZON BIO,**Mandelieu La Napoule, FRANCE****03/2022 – 01/2024****Marketing Project Manager – Independent**

- Designed and managed marketing visuals for online and in-store campaigns, boosting customer engagement significantly
- Developed and maintained the website via WordPress, boosting engagement rate by 24,35%. (Tools: Google Business, Search Console, Business Analytics)
- Carried out a merchandising plan using Excel databases and KPI analyses, resulting in a 12% cross categories sales performance and optimised product placement

ARECO**Grasse, FRANCE****03/2023 – 08/2023****Business Analyst - Internship**

- Conducted pricing and market analyses, including competitive benchmarking and product landscape evaluations, resulting in detailed marketing specifications that enhanced product positioning
- Optimized customer segmentation processes for commercial teams by developing and managing Excel databases
- Made available a SharePoint database for commercial teams providing direct access to sales documents (ADV)

COFIGEO (William Saurin, Zapetti companies)**Issy Les Moulineaux, FRANCE****06/2022 - 08/2022****Sales & Marketing Analyst – Internship**

- Created a comprehensive product catalog targeting European prospects, enhancing market penetration across 11 countries
- Conducted in-depth market research for 11 European markets using data from Euromonitor, Business France, and government databases, complemented by benchmarking and socio-demographic analyses
- Completed a training course on IRI's Export panel; extracted and analysed relevant data to support Product Managers

ASSOCIATIVE EXPERIENCES**LES RESTAURANTS DU COEUR****Grasse, FRANCE****04/2024 - 08/2024**

- **Volunteering:** Participated in collect and food distribution in local charity

INSTITUT FENELON**Grasse, FRANCE****09/2020 - 12/2020****Student Council President**

- Managed a campaign budget, achieving 100% of objectives through effective financial planning and resource allocation
- Designed the council's visual identity, including logo creation, flyer distribution, and photography
- Coordinated with textile manufacturers to produce 60 branded sweatshirts, ensuring timely delivery and quality

TECHNICAL SKILLS & LANGUAGES**Technical Skills:** ADOBE (Illustrator, Photoshop, Lightroom), Meta business suite, Google Analytics suite, Microsoft Azure & Entra ID**Programming Language:** Python, SQL, Power FX**Languages:** English (Fluent – C1) | French (Native) | Spanish (Level B2) | Italian (Level A2)**POBOT Junior CUP:** Robotic championship, younger team 12 years old, 2nd ranking - **EPITECH:** coding club at 14 years old

EXTRA-CURRICULAR**Top Athlete – Boulder Climbing:** Achieved a national ranking of 13th in France in 2018 - **Certified National Climbing judge** from FFME**Musical Instrument:** 10 years practice Flute, Orchestra