3 years at Rakuten , as e-commerce marketing project manager and marketing assistant (fashion and beauty sector). I increased the number of visitors there by 30% and increased the conversion rate from 1.8% to 4.2%. Mastering the media of digital marketing, social networks and content (CMS and Google Analytics), I can allow your online fashion store to explode in number of visitors and buyers.

**Mélisande Yung**

Marketing manger

**PROFESSIONAL EXPERIENCES**

December 2017 – Now

**Rakuten France** , Paris

**CONTACT**

**Address**

15, boulevard Amiral Courbet

**Phone**

0485435365

**Email**

[nom@gmail.com](mailto:nom@gmail.com)

**LANGUAGES**

French (C2 Level)

English (B2 Level)

**HOBBIES**

Football

Course

Automobile Camping

E-commerce marketing project manager (fashion and beauty sector)

* Develop traffic to the Fashion and Beauty online store (+30% traffic).
* Increase conversion rate (+133%) and reduce bounce rate (-85%).
* Supervise the Marketing and User Interface teams to improve the site and the buying process.
* Plan the budget for web marketing strategies and projects.

November 2016 – December 2017

**Rakuten France** , Paris

digital marketing assistant

* Manage communications between product, IT and content teams.
* Plan and carry out social media marketing campaigns (+200,000 fans on Facebook, engagement rate increased from 1.2% to 2.9%).
* Analyze the customer database to optimize automatic emails.

April 2016 – September 2016

**E-co Solutions** , Strasbourg

Webmarketing assistant (6 month internship)

* Conduct a study on the satisfaction of Internet users regarding their e-commerce experiences.
* Evaluate the weak points identified for our customers and propose solutions.
* Plan their digital marketing strategies and produce quotes.

**EDUCATION**

September 2014 – September 2016

**MSc Digital Marketing** (master)

**Skema Business School** , Sophia Antipolis

September 2013 - June 2014

**License Pro e-commerce and digital marketing**

**IUT Aix-Marseille,** Aix-en-Provence

**SKILLS**

* Marketing and e-commerce strategy
* Budget and project planning
* Online store optimization (conversion rate, visits, etc.)
* Team leader qualities
* Communication