

# Seeking a digital marketing job



LAURA-SCARPA.COM

## LAURA SCARPA

“ I am a French native who have just graduated, earning a bachelor degree in e-business/digital marketing and I am looking for a job in this field. I have a real passion for new technologies and the digital world in general and I would love to bring my skills, my motivation and my team spirit in your company. ”

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in LAURA SCARPA

## EDUCATION

2015

### Baccalaureat

Economics and Social Science, including English (Lycée de Beaugard, Montbrison, France)

2015 - 2016

### First year

Economic and Social Administration at the University Jean Monnet (Saint-Etienne, France),

2016 - 2018

### BTS Degree

Companies Management (Centre de formation des apprentis, Saint Etienne, France) with an internship at Orange company,

2018 - 2019

### Bachelor degree

E-business/digital marketing (University Savoie Mont-Blanc Annecy, France) with an internship at Les Trésors de Lily company,

## EXPERIENCES

### BRITISH SCHOOL MUSEUM

#### SOCIAL MEDIA VOLUNTEER -2020/PRESENT

I am currently in charge of the social media strategy for a local school museum in Hitchin, near London. First, I have analyzed every statistics on the different company social media to know exactly what is working and what can be improved. Then, from this analysis, I could build a new strategy and show the others volunteers what posts we can create in order to interact with the community and increase the number of the visitors, especially the young people who are not many to visit the museum.

With the marketing volunteer team, we are looking for new ideas, innovatives for the museum communication and thus bring a refresh image.

### LES TRÉSORS DE LILY

#### E-BUSINESS ASSISTANT (INTERNSHIP) GRENOBLE, FRANCE -2018/2019

I was in charge of the company social media. I posted content on all main platforms (Facebook, Instagram and Pinterest) increasing traffic on these platforms and on the main website, boosting sales.

SEA: I created enhanced ad campaigns using specific keywords after extensively analysing SEA and Google Adwords.

I also used Photoshop to create visuals for the company website (banners) and for other institutional communication of the company (flyers for events, visuals for sales...) I was responsible of the newsletter's content and layout using Sarbacane software.

I also decided to work on the logistics side of the company, preparing orders and analysing orders to understand what type of products was the most popular and reflect on our communication with customers.

I used Google Analytics to analyse the performance of the company, suggesting appropriate solutions such as promotional event, new advertising campaigns etc.

### GEODIS

#### ADMINISTRATIVE AGENT/SUMMER JOB, LYON FRANCE - 2016

I was in charge of inventories and quality control, checking stock and controlling that goods were up to standard.

I was in charge of a team for to coordinate a move between two warehouses and I always ensured there was an effective internal communication.

Prior to the move I had to organise and create the past and future location of goods using an in-house software.

### AU PAIR

#### IN TH UK (CAMBRIDGE) -2019/PRESENT

I am currently employed in a host family near Cambridge, where I am learning English. This year is full of opportunities and is opening new horizon and understanding about the country culture.

I have plenty of free time, so I can develop my digital marketing skills, creating websites, thus developing my programming skills and conceiving visuals on Photoshop. I am also a social media volunteer in a local museum near London where I am in charge of the digital strategy. Prior to this position, I was a volunteer in a charity shop to develop my professional English and help the community.

### ORANGE

#### SALES CONSULTANT-CALL CENTER (INTERNSHIP) SAINT ETIENNE, FRANCE -2016/2018

I was in charge of customers contacting our call centre, successfully managing their request/ problems while reassessing and renewing their contract.

I was on individual and collective monthly performance review, always reaching my target and I was even top performer of the month on several occasions. I created a digital tool to help the sales consultants performing better while on call with clients and therefore boost sales. I organised several tailor-made internal events, to reinforce internal communication, team spirit as well as boosting sales

### TRIANGLE INTERIM

#### HOSTESS AT THE GEOFFROY GUICHARD STADIUM/STUDENT JOB, SAINT ETIENNE, FRANCE -2016

I was in responsible of hosting the Executive box at the stadium, welcomed vip customers during football matches, guiding them through the stadium, serving them food and drinks and ensuring they enjoy the game.

## SKILLS AND STRENGTHS

DYNAMIC

AUTONOMOUS

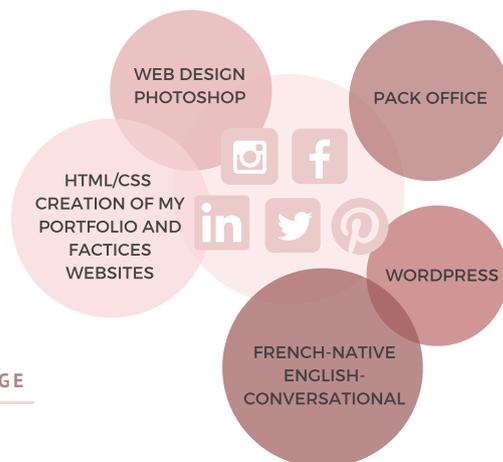
CREATIVE

RELIABLE

TEAM PLAYER

A PASSION FOR CHALLENGE

THE SENS OF LISTENING



TRAVEL



GUITAR



SINGING



NEWS



SPORT