LAURA BARTHELEMY

EXPERIENCES

Digital Marketing Consultant
Freelance - Paris | Dec. 2021 - Today

- Leading the process of reflection to create a digital identity
- Digital development (Website creation, SEO, Audit)
- Copywriting: assistance in writing promotional content

Growth Marketing
LoneScale - Paris | July 2020 - March 2022

- Promotional content writing & A/B testing
- Creation and follow-up of LoneScale acquisition campaigns
- Cold Emailing B2B: content writing, targeting and results
- Performance study & Competitive intelligence
- Customer support (Intercom, meetings & article writing)
- Task automation & Data quality (Python)

Web Marketing Manager
Lumioo - Rennes | March 2019 - Dec. 2019

- Performance analysis and KPI on Google Analytics
- Copywriting and visuals (SN, blog, website)
- Website management & Competitive intelligence

Web Marketing
Aladom - Rennes | May 2018 - August 2018

- KPI analysis & weekly reports
- Emailing process, mindmaps, social network animation
- Competitive intelligence & customer loyalty

EDUCATION

Master's degree in Digital Strategies & Innovation
University of Rennes 1, graduated in 2019

- President of the association A.S.E.R
- Organizer and animator of the WebWeCan 4 on Cybersecurity

Bachelor's degree in Economics & Management
University of Rennes 1, graduated in 2017

ADDITIONAL TRAINING

Web Scraping with Python for Data Science | *Udemy, Sept. 2021*
Data Science : data analysis with Python | *Udemy, Sept. 2021*

CONTACT

Contact form on my website

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SKILLS

Marketing

- B2B acquisition campaigns
- Performance tracking
- Creation of various media
- Strategic analysis
- Competitive intelligence
- Creation of websites

Tech

- Automation with Python
- Data Analysis (Python & Excel)
- Office suite

Langues

- Anglais: fluent
- Espagnol: beginner