



PROFESSIONAL PROFILE

I am part of the Digital Customer Experience department at Groupe Renault as a Lead Business Product Owner. I am in charge of all digital sales tools while defining and implementing the omnichannel experience (B2C and B2B retail projects, GAFA relationship), through a disruptive product and technology roadmap in more than 33 countries. I have a combination of knowledge in the digital sector and in international business. A lot of capabilities acquired during my professional experience and my academic path. Scrum Agile Guru, Marketing Leader, I am leading creative and technical talents in an multicultural environment.

WORK EXPERIENCE

May 2019-Currently	Groupe Renault Lead Business Product Owner (Omnichannel Manager), 2019 French retail innovation award with Lead-it
May 2017-April 2019	Groupe Renault Business Product Owner lead end to end (Digital end to end strategy)
Sept 2016-May 2017	Crédit Agricole (Master Of Science project) Junior Digital Consultant (digital strategy, social network strategy, lead Management)
January 2016-June 2016	Groupe Renault (Internship) Performance and Social Media Coordinator (lead of international projects, domain name management, online brand protection, user experience, assist local teams, social-media data analysis)
July 2015-Dec.2015	Groupe Renault (Internship) Web and Social Media analyst (designed a global tag process for the social media department, web and social media data analysis, user experience, online reputation, digital crisis management)
February 2013-June 2013	Médiatone, Image Son et Design (Internship) Digital coordinator (digital communication, conceived a full sales catalog on Ipad)
February 2012-June 2012	Médiatone, Image Son et Design (Internship) Digital coordinator (designed and promoted a marketing digital device)
Sept. 2011-June 2013	KUB and Inprose Project(University project) Head of digital project (management of the marketing, artistic and technical crews)

FURTHER SKILLS

I.T Proficiency	Operating Systems: Mac OSX-Windows
	Softwares: Adobe creative suite, Salesforce, Office Mac and PC, Socialbakers, Radian 6-Social studio, Google analytics, Gantt project, Audacity.
	Programming: XHTML 5, CSS, PHP (Working knowledge), JAVASCRIPT : JQUERY (Working knowledge), AS3 (Working knowledge), CMS : Wordpress.
	Certifications: Google Analytics and Adwords Certification, Digital Transformation Facilitator (ESCP Europe).

Languages	French/English level: Fluent.
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EDUCATION AND QUALIFICATION

2016-2017	SKEMA Business School - Master of Science in Digital Marketing Sophia-Antipolis (France)
2014-2015	SKEMA Business School and North Carolina University - Master in Management degree Sophia-Antipolis (France), Raleigh (North-Carolina, USA)
Sept-2013-March-2014	Study Abroad (General english and Business english) San Francisco – California (USA)
2012-2013	Master 1 Information & Communication (Diploma in Digital Communication) [Passed with Merit] Ingémédia Toulon - University of sud Toulon Var (France)
2011-2012	Licence Tais CIAN (Diploma in Convergence internet audiovisual and digital) [Passed with Merit] Ingémédia Toulon - University of sud Toulon Var (France)

INTEREST AND ACTIVITIES

Body-building athletic, Volley-ball.
Passionated about vinyl and vintage hi-fi.