

CONTACT



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www.linkedin

SKILLS

English: C1/C2 Fluent
IELTS certificate

French/Arabic: Bilingual
Turkish: notions

Microsoft Pack office : Excel (ISOGRAD Certification),
Powerpoint, Word

Photoshop/Canva/Indesign/Illustrator
Wordpress/Hubspot/Mailchimp

Mastery of social media
Inbound Marketing Certification
Hubspot Social Media Certification
Hubspot content marketing certification
Hubspot email marketing certification

HOBBIES

Singing Poetry Reading Theatre

Fashion Writing Yoga Food

ALICE DUPONT

AS A 1ST MASTER DEGREE STUDENT AT GRENOBLE ECOLE DE MANAGEMENT WITHIN ITS TOP SCHOOL PROGRAM, I WOULD LIKE TO DEVOTE MYSELF TO A DIGITAL-MARKETING-ORIENTED PROFESSION.

PROFESSIONAL AND ASSOCIATIVE EXPERIENCES

MARKETING & COMMUNICATION ASSISTANT

ACOLAD - 6 MONTH INTERNSHIP

JULY 2020 - DECEMBER 2020

Acolad: European leader in professional translation. Established in 25 countries worldwide, the Acolad group distinguishes itself by its multi-local approach to the market.

Achieved tasks :

- Contribution to the company's rebranding (integration of pages on the website, SEO, visual creation, layout of commercial supports according to the graphic charter).
- Creation and promotion of content (media partnerships research and analysis of communication opportunities by verticals, visual creation for social networks, content writing, campaign management on social networks, assistance in the carrying of LinkedIn Ad campaigns)
- Contribution to the internal communication (Creation of an internal Newsletter on Mailchimp)
- Lead-generation-related tasks (CTA's integration on hubspot, assistance in the creation of landing pages)
- Project management (launching) and follow-up of translations for all blog articles and creation of pages in the 10 main languages of the group, gathering and processing of internal production needs + follow-up)
- Improvement of the website's internal network and speed optimization
- Contribution to the Inbound strategy

CO-HEAD OF COMMUNICATION

ART'SCENIK - ARTISTIC OFFICE

AUGUST 2019 - AUGUST 2020

Theater unit within the artistic office of Grenoble Ecole de Management, which is also the largest artistic office in France.

Accomplishments :

- Visual creation (posters, flyers, etc.)
- Social network management (frequent publications, public interaction, monitoring of activity and audience statistics).
- Management of the communication campaign for the 15th edition of THE RING festival (largest improvisation theater festival in France)
- Making and managing of the editorial schedule
- Content writing

EDUCATION

MASTER DEGREE, GEM DIPLOMA (TOP FRENCH BUSINESS SCHOOL) (ENGLISH TRACK)

GRENOBLE ECOLE DE MANAGEMENT

2018-TODAY

Chosen Courses : Social media marketing (management and web communication tools)-Marketing services in a digital world - The science of attention & influence in Marketing -Strategic management - Advanced quantitative methods in Marketing (analysis, panels, mastery of SPSS fundamentals)- Negotiation - Thinking critically in a Post-truth world - Eloquence and assertiveness: convincing to manage

TWO-YEAR INTENSIVE PROGRAM PREPARING FOR THE NATIONAL COMPETITIVE EXAM FOR ENTRY TO BUSINESS SCHOOLS

2016 - 2018