

Audrey Alba

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WebSite
www.audreyalba.com



MBTI Personality



LinkedIn

Digital Marketing Manager

Web Developer
(no-code)

UX/UI Designer

Web Optimization
Analyst

Web Designer

SOFTWARES

Website :

- Wordpress (showcase site),
- Prestashop Certification (e-commerce website),
- Bubble (application) ,
- VoiceFlow (chatbot)

Design :

- Figma (UX/UI),
- Canva
- Creative cloud

Analyst :

- Gsuite,
- Screaming Frog
- Hubspot

Video :

- Capcut,
- Premiere Pro

See More

EDUCATION

2021 - 2023

Master double degree -
IIM/ESILV

Digital Transformation
Management

Digital Marketing Manager - DeftHedge, Paris - France

- Design, create and integrate content on showcase websites (blog article, pop-up, videos...);
- To be in charge of a team responsible for driving growth through marketing strategies.
- Optimize for search engines to achieve better rankings (SEO/SEA).
- Develop and implement digital marketing strategies, including channel selection.
- Manage online marketing campaigns, from creation to execution and optimization.
- Analyze data and measure performance using tools

2020 - 2021

Licence degree -
IUT Montreuil

E-commerce & Digital
marketing

Web Marketing Developer Manager - Capital Expertise Comptable, Paris, France

- Drive website creation and management for the three company divisions using Wordpress.
- Optimize SEO to amplify website visibility, leveraging tools like Yoodainsight and Google Analytics.
- Formulate a strategic communication plan, employing Canva to enhance effectiveness.
- Produce visually captivating graphics for websites using Adobe Photoshop.
- Generate compelling visual content for social media platforms, utilizing Adobe XD, Photoshop, iMovie, Canva, and Mojo.

2018 - 2020

Higher technician
diploma BTS -
Montalembert

Commerce International

Sales Negotiator (Internship) - Biostase, Paris, France

- Enhancing the development of the export business,
- Prospecting the Dutch market (NL),
- Communication : Instagram page Optimization, Content creation,
- Participation to the campaign of the labeling, Design, Products packaging

2016 - 2018

Baccalaureat -
Léonard de Vinci

Honors : Well done

Prospect. & Customer Agent (Internship abroad) - BC Consulting, Tel-Aviv, Israël

- Prospecting new clients (firms and individuals)
- Setting up «leads»,
- Participating in the development of the company,
- Creation of the Logo

LANGUAGES

French (mother tongue),
English (B2),
German (B1)

STRENGTHS

Strong communication
skills

Leadership skills and
ability to motivate others

Detail-oriented and
highly organized

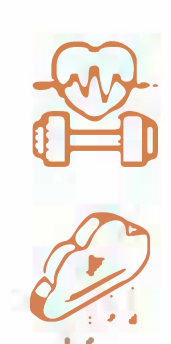
Ability to work independently
and take initiative

COUNTRY VISITED



Australia, Austria, Belgium, Canada, Cape Verde, France, Israël, Italy, Monaco, Romania, Poland, Portugal, Singapore, Spain, Switzerland, United Kingdom, United States (New York, Miami, West Coast California).

ACTIVITIES



Horseback riding, Judo, Karate, Ping-Pong, Rafting, Sailing, Skiing, Swimming, Tennis



2008 - 2019 : Classical and Jazz Piano (2015) - 1st Prize Edel Latos Competition (2010)