

## ABOUT ME

- Expertise in Clients support and Customer Care, Brand awareness, Project Management (steering, needs analysis, writing functional specifications and brief, budget and schedule planning, acceptance testing and launch process)
- ▶ Had 3+ years in Digital Sector
- ▶ Strong communication and analysis skills
- ▶ Versatile, Proactive, Creative, Organized, and Problem solver
- ▶ Ability to work with groups, independently and under pressure
- ▶ Excellent relationships with co-workers and clients
- ▶ Trilingual in French, English and Turkish
- ▶ Software: Microsoft Office, Wordpress, Indesign, Photoshop, Illustrator, Dreamweaver, EasyPhp, Joomla, Google Analytics and Xiti
- ▶ Area of expertise: Internet, Project Management, E-Marketing, SEO, Online Strategy, Accessibility
- ▶ Sector knowledge: Financial, Resources, Education, E-Commerce, etc.

## EXPERIENCES

### Digital Project Manager



BNP Paribas - September 2011 to September 2012 - Full-time - Paris - France

- ▶ Increased digital brand awareness by managed transversal digital projects: as website (Wordpress) for internal clients (budget: 100K€ and 150K€) as digital events (Widget for BNPP Cinema of February, June and September, budget: 5K€), as accessibility project, as internal team projects (coordinated the external service providers for 16 co-workers)
- ▶ Kick-off, organized and coordinated project plan with agencies, IT teams and clients
- ▶ Planned budget and schedule (launch, training, maintenance)
- ▶ Wrote functional specifications, requirement documents, creative brief, SOW, Training support
- ▶ Validated the technical specifications, wireframe and proposals
- ▶ Managed the launch process: redaction of bug sheet, tests, launch and monitoring (Google Analytics and Xiti)
- ▶ Skills: Digital Project Management, Audit, Analysis, Clients Support, Readaction, Coordination, Versatile

### Other experiences



Eau de Paris - 2007 to August 2011 - Part-time - Paris - France

- ▶ July/August 2007-08-09-10-11: Logistic Manager for Eau de Paris on Paris Plage Event (Home, promotion, fund management, stock management, etc..)
- ▶ 2010/11 (weekend) : Museum Interpretor & Receptionist at the "Pavilion de l'Eau" (home, cash management, tours, etc..)

### Digital & Event Junior Manager



EBG-Electronic Business Group - October 2010 to June 2011 - Paris - France

- ▶ Helped increase sales of the book « Internet Marketing 2011 by online promotion: Blog seeding (creation of a relationship with around 30 bloggers), actions for Marketing students target (partnership with student media, student price and package) and Web analytics (Adwords campaign, Google Analytics, etc..)
- ▶ Helped EBG's meeting organization: organized, booked and coordinated before, during and after the event
- ▶ Prospected new members through recruitment, prospecting, retention
- ▶ Skills: Organization, Coordination, keep up to date, Versatile

### Online Communication Coordinator



Julianne Films - February 2010 to June 2010 - Internship - Paris - France

- ▶ Coordinated projects for the website securikids.fr (Joomla), target parents having children between 0 and 10
- ▶ Increased viewers' traffic by developing a virtual community through Social Medias (Facebook, Twitter and YouTube), Forum and Blogs / SEO and Monitoring on Google Analytics
- ▶ Developed marketing materials: sent statements, weekly newsletters. Results: + 800 visitors per day on the website after 6 months of activity
- ▶ Skills: Organized, Coordination, Writing, Animation, Community Management

## Online Communication Coordinator

Alisma-Arbre à Bulles - February 2009 to May 2009 - Internship - Montreuil - France



- ▶ Perimeter: Online shop of ethic gifts
- ▶ Created an online Strategy: Optimizing the SEO (submissions on search engines, creation of Key words strategy and implementation of the MetaTag of all the pages)
- ▶ Panned budget for Mother Day Campaign
- ▶ Offline actions: Public Relation & Press Release Management (drafting, monitoring and reminders)
- ▶ Skills: Organized, Versatile, Coordination, Writing

## Partnership/Advertising Manager Assistant- ParisMômes Publishing-



Editions Paris Mômes - November 2007 to December 2007 - Internship - Paris - France

- ▶ Perimeter: Launch of «Paris with Kids», the English version of the French cityguide « Paris Mômes»
- ▶ Missions :Advertising space selling (with agreements) / Public Relations and Press Release/ Event Organization
- ▶ Skills: Versatile, Organized, Persuasion

## Pedagogical Communication Manager Assistant

Eau de Paris - May 2007 to June 2007 - Internship - Paris - France



- ▶ Perimeter: Actions about tap water of Paris for the schools of Paris, through the opening of the Museum «Pavillon de l'Eau»
- ▶ Missions : Organisation and Logistics Management of the Festival «Les Enfants de l'Eau» / Writing exhibition's brochure and communication media for the schools
- ▶ Skills: Versatile, Organized, Writing, Creativity

## SKILLS

### Area of expertise

- ▶ Project Steering
- ▶ Project management process  
Strategic/Tactical planning
- ▶ Audit and needs analysis
- ▶ Drafting/Redaction of functional specifications
- ▶ Verification of functional specifications
- ▶ Writing briefs
- ▶ Budget and schedule planning
- ▶ Acceptance testing: implementation, coordination and monitoring
- ▶ Launch process
- ▶ Skills: Digital project, Internet, E-Marketing, SEO, Online Strategy, Business Intelligence, Communication, Management, Analysis

### Software

- ▶ Dreamweaver/ Wamp/ EasyPhp, Wordpress/Joomla
- ▶ Xiti / Google Analytics
- ▶ Photoshop/ Illustrator/ Gimp/ Indesign
- ▶ Pack office: Word/ Excel/ PowerPoint

---

## languages

- Bilingual in : French, Turkish and English
  - Spanish: notions
- 

## EDUCATION

---

### Master Digital Communication, Business intelligence & Project Management

**Université Paris 8**

October 2009 to October 2011

M2: Mention Bien

M1: Mention Assez Bien

---

### The 3rd year of a degree in Media Studies

**Université Paris 8**

October 2008 to May 2009

Mention Assez Bien

---

### BTS Communication des entreprises/BA in Business Communication-

**Lycée Jean Lurçat**

September 2006 to June 2008

---

### Baccalauréat Sciences économiques et sociales/ A-Level in Economics and Social

**Lycée Colbert**

June 2005

Mention Assez Bien

---

## INTERESTS

---

### Art

- Dance: Jazz and Hip Hop
  - 9 years and 4 in a Band
  - Cultural exchange with an israelian band of Tel Aviv Jaffa (October 2006 and April 2007)
- 

### Literature

Eric Emmanuel Schmitt, Harlan Coben, Martin Grey, Romain Gary, Stig Larsson, Paulo Coelho, etc.

---

### Volunterism

In ACORT: 2 Years in Child group (tutoring, activities,etc.)

---

### Travel

Other

---