

ALIZEE BRETON

21 years old
12 rue d'Issy, 92100 Boulogne-Billancourt, France
alizee.breton@essca.eu
Skype : alizee.breton
+33 6 80 8 76 56
International driving license

[ASSISTANT
ACCOUNT
EXECUTIVE]

Education

[Fall 2012]: **Exchange semester - Marketing & Advertising**

[University of Dayton](#), OH, USA

> Advertising, Global Communication, Webmarketing, Media Writing, Computer Illustration

[2009-2014]: **Masters 2 in Communication Management (Graduate Diploma)**

[ESSCA](#), French Graduate Business school

> Communication Strategy, Communication Management

> Masters' thesis: "How can SMEs adapt their marketing to the rapid changes in their client relationship caused by the digital transformation?"

Skills

Languages

French	Native
English	Fluent (<i>TOEIC 960/990</i>)
Spanish	Good knowledge (<i>BULATS 15,40/20</i>)

Computer Knowledge

Office 2010

Adobe CS6: Illustrator, Photoshop,
Premiere Pro, After Effects (notions)

Business skills | Project management, team management

Marketing skills | Market research, benchmarking, developing marketing plans, media planning

Webmarketing skills | Strategy, website creation and optimization (Wordpress), Social Media, using web analytics platforms, SEO (AdWords), online advertising

Intercultural skills | Working on several projects with international students

Professional experience

INTERNSHIPS

Assistant Account Executive - TBWA\Corporate - Paris

[January 13 - July 13] (6 months)



TBWA\Corporate is a corporate communication agency composed of 130 people.

- Operational support of projects, daily monitoring of client requests
- Coordinating the implementation of various communication tools and media plans
- Contributing to strategic thinking: brainstorming, business intelligence, benchmarking, etc.

Communication Officer - Portage SI - Paris

[May 12 - July 12] (3 months)



Portage SI is an umbrella company working with over 50 consultants in France and Europe

- Business intelligence and benchmarking
- Event planning and communication
- Community management (Twitter, LinkedIn), creating and managing blogs (Wordpress)

Start Up Intern - [Beepjob](#) - Paris



[May 11 - July 11] (3 months)

- BtoB prospecting France and abroad (Europe, Canada, USA)
- Team management (managing 2 to 4 “sub-interns”)
- Community management (Facebook, Twitter, blog), in charge of the editorial calendar

FREELANCE WORK & SCHOOL PROJECTS

Webmarketing Consultant - [Telecommuting, part-time]

[September 12 - today]

- Working on Social Media for my former internship company from the US
- Helping a law firm on communication aspects (website audit & recommendations, SEO)
- Participating to a work group creating a social network for people in collective proceedings

YouthBox

[2013]

- I created a website aimed at young people which aspires to helping them give their best in their academic work and student life. I also had a blog “The life of a girl player” which got me interviewed on a French radio and wrote for several other websites



NUCARS

NUCARS (computerize retail simulation competition) - Northwood University, FL, USA

[1 week in March 2012]

- Participating to the Northwood University Computerize Automotive Retail Simulation, a management training game developed by Toyota that challenges international student teams to cope with real life challenges.

Market study (group project) – [Michel et Augustin](#) - Paris, France

[Sept 2011 - May 2012]



- Conduction of a market study for an innovative food brand. We (4 students) worked on the implementation of a new product: a chocolate mousse. We did primary research, organized roundtables, did quantitative & qualitative analysis and made operational recommendations

Snapshot multimedia association – ESSCA

[Sept 2011 - May 2012]



- Founder of Snapshot, a photography and video association with two main goals: covering the student life and introducing students to photography exhibitions, conferences and workshops

Interests and activities

Arts | Cinema, Photography, Music (*piano for 9 years*), Modern art, Literature

Sports | Surf, Sailing, Soccer, Tennis, Table Tennis and Karate (*regional champion for both*), Gokarts

Travels | United States (*7 times*), Europe (*Great Britain as an “au pair”, Spain...*), China (*1 month*)

Referees

Irene Dickey: Webmarketing teacher at the University of Dayton (idickey1@udayton.edu)

Vesna Cosich: Social Media Manager at TBWA\Corporate (vesna.cosich@tbwa-corporate.com)

Audren de Valbray and Pierre Doublet Internship supervisor at Beepjob (adevalbray@gmail.com)

