

Carole BREZILLON

Born April 16th, 1987

Driving license



Boulevard Jamar 19 A4.01
1060 Saint Gilles, Brussels, Belgium

+324 73 64 88 95

carolebrezillon@gmail.com

PROFESSIONAL EXPERIENCE

May 2015 – today

VENTE-EXCLUSIVE.COM (e-commerce company)
Strategy & Marketing manager Northern Europe

BRUSSELS

In charge of BtoB marketing

- Supporting the sourcing team: BtoB presentation, sales reports, sectorial analyses & surveys, meetings with suppliers, offering tailor-made services to top accounts...
- Developing cross channels campaigns to maximize the sales' results
- Tracking & analysing the main KPIs (ROI, profitability analysis, AB tests)

Management: 12 people



In charge of insights – B2C marketing

- Analysing customers' data to boost engagement & conversion
- Developing BtoC surveys to answer departments' needs & improve members' satisfaction: post customer care contact survey, B2C barometer...

Jun 2011 - Ap 2015

4 years

VENTE-PRIVEE (e-commerce company)
Project Manager Surveys & Strategy

PARIS

- Strategic marketing analyses & recommendations to improve the activity: logistics, UX, CRM, commercial prospection, new offers development...
- Results presentation and support to implement changes
- European sectorial surveys to communicate on vente-privee's expertise: wine & gastronomy, cultural goods...
- Market intelligence and strategic reports production

Management:
Training and mentorship of interns



Sept - Dec 2010

4 months

IFA Paris (French Fashion school)

SHANGHAI

Consultant (part-time) to develop an e-learning campus



Jan - June 2010

6 months

CANAL+ (TV broadcaster, Vivendi Group)

PARIS

Marketing Research Analyst (Intern)



- TV audience analysis on 18 different channels
- Advertising plans, tests of performance
- Commercial support: writing of the sales arguments for the sponsored shows

July - Dec 2008

6 months

EURO RSCG (Advertising, HAVAS Group)

NEW YORK

Assistant Account Manager in Digital Marketing (Intern)



- Participation to the advertising campaigns of Claritin and Exxon Mobil
- Competitors analysis, reshaping of Claritin's website to boost its brand image

EDUCATION

2007 - 2011

EM LYON Business School - MSc in Management specialized in Marketing

LYON

Master thesis: 'E-commerce & sustainability: the case study of vente-privee.com'

Sept - Dec 2010

East China Normal University (ECNU)

SHANGHAI

Business in the Asian region (China, Japon, Korea), intercultural management...

IT SKILLS & LANGUAGES

MS Office (Word, Excel, PowerPoint), SQL, Survey Gizmo, Areyounet

- **French:** native
- **English:** C1
- **Spanish:** B2
- **Dutch:** B1

HOBBIES & VOLUNTEERISM

Wine & gastronomy: 3rd year of Sommelier classes at CERIA Brussels ; former general secretary of the Gourmet association, entrepreneurship: conferences, meet up..., running

Vice-president & Key Account Manager of WoMen'Up

- Promotion of gender diversity within companies in Paris
- Development of strategic partnerships
- Organization of events gathering more than 400 people

