

# Morgane Robert

Digital Data Analyst

3 to 6 months Internship from November

Portfolio: [www.morganerobert.fr](http://www.morganerobert.fr)

## Driver's License

## LANGUAGES

### English Fluent, C1

- TOEIC 965
- IELTS 7.5
- 6 months stay in the US (Volunteering)
- Many stays in English-speaking countries
- Lover of English-speaking cinema and series

### Spanish School Level

- Stays in Spain
- Language exchange

## SKILLS

- **Business Analytics** (RapidMiner, Excel, Tableau, Power BI, Python, SPSS)
- **Vector Graphic Creation** (Illustrator, Affinity Designer)
- **Image processing, Editing** (Photoshop)
- **Layout, Desktop Publishing** (InDesign)
- **Video and Audio Editing** (Audition, Audacity, Premiere Pro)
- **Web Design** (Brackets, HTML, CSS, JavaScript, WordPress, Squarespace)
- **3D Modelling** (Blender)
- **Programming** (Eclipse, Java)
- **Writing and displaying ads or banner ads based on keywords or browsing behavior** (Google Ads, Google Analytics Suite)
- **Newsletters Layout** (MailChimp, MailJet)
- **Others:** Max, AS400, Suite Microsoft Office, PHP, XML, SQL, Photography
- **Platforms:** PC, MAC

## TRANSFERABLE SKILLS

- **Acting** for 6 years with script writing of 2 pieces then improvisational theater
- **Reading** novels (fantastic, historic, adventure, fantasy, dystopia, thriller, epistolary), comics, magazines, newspapers and play
- **Trips:** Australia, Tahiti, several times in the USA and in European Metropolitan cities, exchange program with a Spanish city
- **Cinema and series** (drama, espionage, politics, history, adventure, fantasy, dystopia, thriller, animated film, etc.)
- **Pilates, futsal, taïso, volunteering** etc.

## WORKS

### Thesis "Analytics to improve humanity: the 'Data for Good' movement" - 2022

On the following issue: What can be the role of Analytics in addressing the global challenges we face to achieve a better and more sustainable future for all?

### Corporate Identity and Communication "Spot'light" - 2019

Creating a Communication Strategy and a new corporate identity for a Sound and Light store with a new website

### Game "Balloune" - 2018

2D vertical platform game for children

## WORK EXPERIENCE

### Internship Communication and Marketing Assistant

January 2021 - July 2021, 6 months

*Fédération des Aveugles Alsace Lorraine Grand Est, Strasbourg, France*

- Development of Branding and Social Media strategies
- Implementation of B2B and B2C marketing tools (emailing, SEO,...)
- Community Management on different social media
- Analysis and evaluation of statistical impact, recommendations for possible improvements
- Marketing Watch
- Print and digital media creation

### Work/Study training program Communication Assistant in the Marketing Department

October 2018 - December 2019, 14 months *Jamet SAS, Angers, France*

- Creating and writing content for website and social networks
- Updating website with WordPress and writing content to improve the SEO
- Creating and sending campaigns for B2B paper mailing and e-mailing
- Managing different digital advertising campaigns with Google Ads and Facebook Ads
- Setting up marketing meetings and analysis of the campaigns results

### Internship Campaign Manager Assistant

February 2018 to May 2018, 10 weeks *Planning Média, Montréal, Canada*

- Creating landing pages
- Creating digital banners
- Working on brand identities
- Working on lists of keywords

### After-Sales Operations Data Inputter

July 2017 *CBP Solutions, Nantes, France*

- Dealing with debit mandates, changes of coordinates in the field of credit insurance

## EDUCATION

2021 - 2022

**Master of Business Analytics**

*Deakin University, Melbourne, Australia*

2020 - 2022

**TEMA Innovation & Digital Management**

*NEOMA Business School, Reims, France*

2018 - 2019

**"Bachelor Communication Visuelle Plurimédia"** BA Degree (Bachelor of Arts) equivalent in multimedia visual communication

*École Européenne de Graphisme et de Publicité, Angers, France*

2018

**International Mobility Program**

College studies in Multimedia Integration Techniques

Semester with a project and an internship

*Cégep de Matane, Québec, Canada*

2016 - 2018

**"Diplôme Universitaire de Technologie (DUT) Métiers du Multimédia et de l'Internet"** Associate Degree equivalent in Multimedia and Internet

*Institut Universitaire de Technologie (IUT) de Laval, France*

2016

**"Baccalauréat Scientifique spécialité Mathématiques"** High School

Diploma equivalent specialized in Mathematics & Science

*Lycée La Herdrie, Basse-Goulaine, France*

## MISCELLANEOUS

**Volunteering** in *Dorcas Thrift Shop, Cary, NC, United States*

2020 Stocking shelves, Checkout assisting

**Volunteering** in *Marbles Kids Museum, Raleigh, NC, United States*

2020 Learning by playing with the kids, Tidying the museum

**Baby-sitting** 2012 - 2020