



Charles COISSAC  
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## DIGITAL MARKETING

Seeking a position in Sales & Marketing  
Available now

## PROFILE

French nationality and fluent English speaker  
Collaborative (Share & Learn)  
Interested in New Technologies  
Risk Taker  
Informatique Insights

## CONTACT

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## REFERRALS

HECTOR TAN

Head of Marketing at Huttons Group Asia  
Email: hector.tan@huttonsgroup.com

OLIVIER VALLET

CEO at Docapost  
Email: o.vallet@laposte.fr

## CERTIFICATION

Google Analytics - Advanced Level

TOIEC - 910 Point

First Aid

International Driving Licence

Diploma in Social Media Marketing (ALISON)

## HOBBIES

Reading

Swimming

Outdoor Sport

## WORK EXPERIENCE (Total : 13 months)

### > HUTTONS Group Asia - Digital Marketing (Real Estate Industry - Singapore)

January to June, 2018 (6 months period)

Analysis of Website Data Traffic:

- +22% of users compared to previous period
- Creation of Excel sheet and pivot table to manipulate data

Brand Image Building on Digital Support:

- Infographies, eDM, Standee, Mailer, Press release
- Created 30+ valuables pieces for Sales Team
- creation of a blog, with 50 articles, +8% of website's pagesviews

Organize a weekly event (Training):

- 10+ event covered, gathering of 20 people in average
- Conducting survey for feedback and performance improvement:
- achieve 95% of participation with the targeted people

Digitalization of hard document:

- achieve to summerized 30 pages of a Buying Guide into 7 pages of infographies

**Huttons**  
The Agency of Choice

### > DOCAPOST - Data Strategist (Digital Service Industry - France)

June to August, 2017 (2 months period)

Implementation of Data's management strategy: DevOps & SSOT

Client database clearance and structuration

**DOCAPOST**

### > MAIF Group - Consultant (Insurance Industry; Paris - France)

June to August, 2015 (2 months period)

Welcoming-Desk: first contact; Participation of new office opening.

Management of service "Sinister Declaration"

Marketing Campaign

**MAIF**

### > COURIR - Salesman (Retail Industry; Paris - France)

March, 2014 (1 month period)

1-to-1 Selling : Understand client's needs; Adapt solution; Closing

**COURIR**

### > SANOFI - General Services (Pharma Industry; France)

June to July, 2013 (2 months period)

**SANOFI**

## EDUCATION

### > International Business School : EDC Paris (Diplomed in September 2018)

September 2013 to September 2018

Year 1 & Year 2 : General Formation

Year 3 : International Exchange Program (South Korea & Austria)

Year 4 : Master 1 - "International Entrepreneurship"

Year 5 : Specialized Master - "DIGITAL MARKETING"

### > Business School in Austria: Sciences Applied University of Tyrol

March to July, 2016

Courses on Finance, Accounting and Management.

**EDC**  
PARIS  
BUSINESS SCHOOL

**fh**  
KufsteinTirol  
UNIVERSITY OF APPLIED SCIENCES

### > Business School in South Korea: Kyung Hee Seoul

Septembre to December, 2015

Courses on Human Resources Management and Business Management.

**경희대학교**  
KYUNGHEE UNIVERSITY

## SKILLS

### > TECHNOLOGICAL

GOOGLE ANALYTICS

PHOTOSHOP

ADOBE ILLUSTRATOR

PACK OFFICE

SALESFORCE

### > HARD SKILLS

MARKETING CAMPAIGN

BUILD BRAND IMAGE

PRODUCT/MARKET DEV

ORGANIZING PROJECT

DATA INTERPRETATION

### > SOFT SKILLS

OPENESS

ADAPTABLE

CURIOSITY

PUBLIC SPEAKING

CONSCIENTIOUS