

LARA LEPRETRE

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PROFESSIONAL SUMMARY

Accomplished marketing graduate with experience in project planning and execution, and world travel experience. I am looking for a challenging and diverse beginning to my career in Operational Marketing.

EDUCATION

“Programme Grande Ecole” degree, Master in Management of Kedge Business School (Bordeaux) 2018 - 2022

- Major in Marketing and Digital Management

Preparatory classes for top business schools - Malherbe Highschool (Caen) 2016 - 2018

PROFESSIONAL EXPERIENCES

Assistant brand manager at Louvre Hotels Group (Jin Jiang International) **September 2021 - September 2022**

- Managed the end-to-end creation of the semi-annual restaurant menu.
- Oversaw brand dining promotions and events.
- Organized, supervised, and optimized social media accounts for Campanile France and Kyriad France. Implemented social media strategies to increase engagement and brand presence.
- Improved children's experience in Campanile restaurants by creating activity booklets and implementing a limited-time promotional offer with a media plan.
- Engaged with social media influencers to promote the brand image and improve public awareness of product offerings
- Collaborated with external agencies to manage copywriting, design, layout, and the production of promotional materials.
- Met deadlines across multiple projects undertaken.

Marketing and communication manager at Snooze (start-up) **July - December 2020**

- Campaigned for and created a blog to provide supplementary information and lifestyle advice related to healthy living.
- Posted content to various communication channels (newsletters, article writing, social media, website).
- Enhanced the communication strategy (qualitative studies, promotional offers, etc.).
- Represented the brand on events.

Customer success manager at Octopus HACCP (start-up) **January - July 2020**

- Over 6 months, onboarded over 150 clients and maintained communication channels with over 3500 new and existing clients.
- Managed and coordinated the schedule of 2 people.
- Handled unforeseen events and crisis situations.
- Recruited one intern and one employee for the company.

SKILLS

Technical skills:

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|--------------------------------|------------------------|------------|-------------------------|
| • Microsoft Office suite | • Shopify | • Canva | Language skills: |
| • Photoshop | • Shogun Page Builder, | • Typeform | • French (native) |
| • Video editing (VSDC, Movavi) | • Wordpress | • Hubspot | • English (TOEIC : 93) |
| | • Intercom | | • Spanish |

PERSONAL INTERESTS

- **Animal Welfare** : Project leader of a student association called Elephant Care which aimed to raise awareness about the plight of animals in mass tourism (especially with Elephants in Asian countries)
- **Traveling** : I took a year when I finished my studies to travel, I did 3 different trips (in the US, South America and Eastern Europe)

REFERENCES

References and transcripts available upon request.