

## Maelle HEDREUL

International Marketing & eCommerce Specialist | Bilingual FR/EN  
Paris, France | [mhedreul99@gmail.com](mailto:mhedreul99@gmail.com) | +33 695 220 863 | [LinkedIn](#)

Marketing professional with international experience in the retail and tech industries. Strong background in coordinating multi-country campaigns, analyzing eCommerce performance, and supporting cross-market growth initiatives. Looking to bring strong execution skills and cultural adaptability to a new global challenge.

### WORK EXPERIENCE

---

#### FNAC DARTY (Paris, France)

September 2023 - Present

##### International E-Commerce Manager

- Led a team of 4 people to manage and operate the Swiss marketing plan
- Managed daily brand operations including strategy development, campaign execution, performance analysis, content creation, and website management
- Developed a new SEO strategy and coordinated all related activities
- Collaborated closely with tech counterparts to manage and implement A/B tests for new features
- Conducted weekly and monthly business and category performance analysis using sales data tools to provide actionable insights and recommendations

#### FNAC DARTY (Paris, France)

October 2021 – August 2023

##### International Digital Marketing Project Manager

- Led a team of 2 people to operate the Swiss promotional activities in French and German
- Performed the marketing activities including forecasts, new products launch, advertisement and promotions
- Collaborated with the Sales team to execute all promotional activities and e-merchandising placement to support seasonal and trade planning
- Launched the website in German
- Collaborated closely with the Sales team and the suppliers (Apple, Samsung, Google, Dyson)

#### FNAC DARTY (Paris, France)

January 2021 – July 2021

##### Operational Marketing Project Manager - Internship

- Created store communication media and supervised store sales activities
- Coordinated media campaigns: press, radio, web and stores
- Collaborated with suppliers and Sales team to plan and execute specific marketing and in-store promotions

### EDUCATION

---

#### RENNES UNIVERSITY, France

2019 - 2021

Master of International Marketing and Management

#### MUNSTER UNIVERSITY, Ireland

2018-2019

#### NANTES UNIVERSITY, France

2016-2018

Bachelor of Business Administration in International Trade

### SKILLS & INTERESTS

---

**Computer:** Microsoft Office, CMS Tools, HTML, Adobe Analytics, Google Analytics

**Skills:** Omnichannel Marketing, Management, Team player, Creative and analytical skills, Organized, Adaptability

**Languages:** French (Native), English (Advanced), German (Intermediate)