

## **Segolene Petitmangin**

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Chicago, 60657

## **Work Experience**

### **Operational Marketing Specialist - Retention**

Vision du Monde, NGO, World Vision Partnership - Paris, France - September 2022 to August 2023

- Creation and distribution of segmented campaigns to drive engagement and retention. Conducting of A/B testing for email campaigns, overseeing the management of multiple telemarketing campaigns, and handling the creation of website articles and email automations. Contribution in the creation of a sponsor mobile application.
- Regular monitoring of loyalty campaigns, using Google Analytics and other measurement tools. Production of monthly reports and recommendations with a return-on-investment approach.
- Creation of engaging content for social platforms. Total reach of 5,401,303 Facebook accounts and 776,327 Instagram accounts. Use of engagement (+6.5% on Instagram and +51% on Facebook) to develop loyalty.

### **Internship - Marketing and Business Development**

LENET, B2B Technology Business - Atlanta and Chicago – February 2022 to August 2022

- Leading project management efforts for the development of an SEO-optimized website aimed at enhancing customer experience, driving lead generation. Contributing to the implementation of a sales process. Additionally, creating and promoting organic and paid content on LinkedIn.
- Prospecting for new customers in the US market on LinkedIn and by cold calling. Conducting initial meetings and customer presentations.

### **Internship – Junior Trade Advisor for the Automotive and Aerospace Industries**

Business France - Chicago – July 2021 to December 2021

- Market studies and prospecting with targeting and cold calling.
- Strategic monitoring and creation of monthly newsletter on autonomous vehicles.
- Support on the preparation of key industry events (Ubimobility, CAMX) to establish contacts with potential partners.

## **Education**

### **Master's in international business, Grenoble School Of Management (Ranked in the Top 10 Business Schools in France) Grenoble (2019-2020), Paris (2022-2023) France**

- Classes: Internationalizing SME's, International Marketing, International Sales, Geopolitics
- Thesis: Digital in start-ups internationalization

### **Exchange Student, Birmingham University**

Birmingham, England (2020-2021)

- Classes: Creative campaign marketing, Digital Marketing, Communication Marketing, Government Economies and Companies, UK economy.

## **Skills**

**Languages:** Fluent English, Fluent French, Intermediate German

**IT:** Pack Office, Excel advanced level (TOSA 830)

**Marketing/ Communication:** Content creation (Canva, InDesign), Video editing (iMovie, Clipchamp, Kapwing, Playplay), Emailing (Sendinblue, Hubspot), Web design (Hubspot CMS, Wordpress), Analytics (Iconosquare, Google Analytics), CRM knowledge (Hubspot, IVision), Prospecting (ZoomInfo)