

STACY-MAEVA AKODJENOU

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Summary

Multichannel marketing campaign specialist bringing skills in social media, Hubspot, google analytics. Master degree in Corporate & business communications with 8 years of experience and a Digital Marketing Bootcamp certificate at Columbia digital bootcamp. Managed a successful marketing team of 4 people across 3 countries for a French Business Club. Thrives on team project management and competitive landscape, result driven, high quality content produced across multiple platforms.

Skills

Platforms/Programs/Tools: Wordpress, Hubspot, Mailchimp, Customer IO, Weweb (NoCode) Salesforce, Sales Navigator, Lemlist, Phantombooster | **Languages:** HTML, CSS, | **Concepts:** Outbound Marketing, Social media content, Community growth, SEO, Google Analytics

Relevant Experience

Senior Marketing Manager

2018 - 2023

FrenchFounders - B2C and B2B service provider

Paris, Madrid, New York

Key responsibilities include community growth by handling a marketing team of 4 people involved in producing multichannel **worldwide campaigns**: mailing, automation, landing pages, social media, online ads, SEO, inbound content. Handling of the global **internal and external communication** assets : articles, newsletters, press releases,

Key Accomplishments:

- Created, set up and followed-up of **brand awareness** related projects: **websites** (2), **webinars** (4/year) - **videos** (16 videos)
- **Launched and implemented a growth marketing project** for lead generation (> 200.000 people/year) and clients acquisition (300/year)
- **Supported** the Sales team by working in **global acquisition** toward B2B and B2C
- **Increased** the global social **community** (+25% followers/year)

Marketing & Sales Coordinator

2016-2018

eJust. B2B - service provider

Paris, Madrid, New York

Key responsibilities included working on the brand awareness and supporting the sales team by creating marketing support, redesigning and updating the website, writing the monthly newsletters, participating in trade shows, creating mailing campaigns.

Key Accomplishments:

- **Developed** a Social media line and produced all the content (Facebook + 20%, Twitter +165%, LinkedIn + 53% subscribers)
- **Launched** the company newsletter (opening rate 25% the first year)

Additional Experience

Communications officer 2016
Hôpital Saint Camille - B2C service provider Bry sur Marne, France

Digital communications officer 2014 - 2015
Total Lubrifiants - B2B product business Nanterre, France

Personal Project

Founder & CEO 2021
Parishomes.fr - B2C product business Paris, Madrid, New York
Created a website to display the real estate business I launched a couple of years ago. Online platform where people can book flats for short term stay in Paris: creation of the website, redaction of content, customer relationship management...

- **Gathered a database** of formers and regulars customers (100/year)
- **Generated 5%** of **CA** through this website each year.

Education

Digital Marketing Certificate (Jan 2023)
Columbia Business School, New York, NY

An intensive 24-week long boot camp dedicated to digital marketing strategy, campaign development, digital advertising, content marketing, SEO, Social Ads and site analytics/reporting. Skills learned consist of / CMS, JavaScript, Google Analytics, Facebook Insights, (CRMs),

Master of Corporate and Business Communications (2016)
Neoma Business School, Paris, France

A 1-year studying business communications and marketing from an international point of view, through theoretical and practical experience, across 2 countries (France, Netherlands) while working in a big corporation. Skills learned consist of : website creation, content writing, digital campaigns.

Bachelor Degree International Global Communications (2015)
Iscom, Paris, France

Intensive 2 year study in the international class with focus in business communication, corporate communication, advertising, media coverage, website creation. Learning process is divided into theoretical sessions at school and 1 practical experience abroad (United Kingdom). Skills learned consist of : content marketing, social media