

Austin Benjamin

BUSINESS CONSULTANT

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SUMMARY

Creative in nature, with a critical and analytical thinking, it is in marketing where I am found. With a capital M, the marketing which fascinates me, which pushes me to be up to date with behavioral changes, and it is what pushes to create authenticity with original ideas.

I am ready to invest every day everything I know and everything I am in a marketing career in which the dreamer artist in me grows and flourishes.

SKILLS

| | | | |
|--|-----------|---------------------------|-----------|
| Market Research | ● ● ● ● ● | Services Marketing | ● ● ● ● ● |
| Customer Relationship Management (CRM) | ● ● ● ● ○ | Data Analysis | ● ● ● ● ○ |
| Business Intelligence | ● ● ● ● ○ | Human Resource Management | ● ● ● ● ○ |
| Industrial Marketing | ● ● ● ● ● | | |

EXPERIENCE

Community Manager / Sport Leader Manager

Decathlon *Feb 2019 - May 2019*

- End of study project under theme: "Does the Customer experience impact customers' purchasing decisions"
- Community Manager: responsible for digital communication, working on the new InstaStories concept, creating content for the store's Facebook and Instagram page, animating pages with surveys, games and raffles ...
- Sport Leader Manager: responsible for a department of the Quechua brand, ensuring the supply of products with better stock management, anticipation of sales and adjustment of prices, animation of gondola heads for weekends ...

Marketing Consultant

CopieClass *Jul 2018 - Aug 2018*

- Second professional experience, observation internship
- Réalisation des études de marché
- Creating designs and visual identities for small and medium businesses

Commercial

FOTREQ *Jun 2017 - Aug 2017*

- First professional experience, initiation internship
- Prospecting customers in BtoB
- Client Account Management

EDUCATION

Master Degree in Marketing and Commercial Actions
Massachusetts Institute of Technology - *Jul 2019*

Preparatory Classes For Business School
Mount Avon High School *Sep 2014 - Jun 2016*
Economics Commerce Technology

LANGUAGES

Arabic ● ● ● ● ●
French ● ● ● ● ●

English ● ● ● ● ●
Spanish ● ● ○ ○ ○

PERSONAL SKILLS

Pack Office ● ● ● ● ●
Sphynx ● ● ● ● ○

Scillab ● ● ○ ○ ○
Oddo ● ● ○ ○ ○

HOBBIES

Social Media
Travel and Hiking

Art (Music and Cinema)
Sport