

# CORENTIN LEGRAND

## MARKETING ASSISTANT

### CONTACT

- ☎ 04 78 123 456
- ✉ corentin.legrand@email.com
- 📍 7 Market Street, Melbourne, VIC
- ☑ Driver License

### PROFILE SUMMARY

Detail-oriented and creative Marketing Assistant with over 4 years of experience in digital marketing, social media management, and content creation. Skilled in campaign execution, data analysis, and brand development. Passionate about leveraging innovative marketing strategies to increase brand visibility and customer engagement. Thrives in fast-paced environments and adapts quickly to new trends. Available for immediate start.

### EDUCATION

2020  
LYCÉE JEAN MOULIN, PARIS

- Graduate Diploma in Digital Marketing

2016  
LYCÉE JEAN MOULIN, PARIS

- High School Diploma – Business & Marketing

### CERTIFICATIONS

- Google Analytics Certification, Google, 2021
- Facebook Blueprint Certification, Meta, 2021
- SEO Fundamentals, SEMrush Academy, 2021
- Email Marketing Certification, HubSpot, 2021

### LANGUAGES

- English: Fluent
- French: Native

### WORK EXPERIENCE

#### Bright Media Group

January 2025 – Present

#### Marketing assistant

- Assisted in the planning and execution of digital marketing campaigns across multiple platforms.
- Managed social media accounts, increasing engagement rates by 35% through strategic content creation.
- Conducted market research to identify customer trends and competitive analysis.
- Designed promotional materials using Canva and Adobe Creative Suite.
- Analyzed campaign performance using Google Analytics and provided actionable insights.
- Coordinated with external agencies for content production and SEO optimization.

#### Sydney Creative Agency

March 2024 – December 2024

#### Digital Marketing Coordinator

- Developed and scheduled content for social media platforms, boosting brand awareness.
- Assisted in PPC campaigns using Google Ads and Facebook Ads Manager.
- Monitored website traffic and optimized content for better search engine ranking.
- Created engaging email marketing campaigns using Mailchimp.
- Assisted in organizing promotional events and influencer partnerships.
- Provided administrative support to the marketing team, managing reports and presentations.

## SKILLS

- Social Media Management & Content Creation
- SEO & Google Analytics
- Email Marketing & Automation
- Branding & Market Research
- Copywriting & Storytelling
- Digital Advertising (Google Ads, Facebook Ads)
- Adobe Photoshop & Canva
- Data Analysis & Reporting
- Project Management & Team Collaboration

## REFERENCES

### Sarah Mitchell

Marketing Manager, Bright Media Group

☎ 04 56 789 123

✉ sarah.mitchell@email.com

### Tom Harison

Director, Sydney Creative Agency

☎ +33 6 45 78 90 12

✉ tom.harison@email.com

### Claire Dupont

Senior Marketing Strategist, Agence Horizon

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### Touriste du Sud

February 2023 – January 2024

#### Social Media & Content Intern

- Managed social media accounts, scheduling posts and engaging with the audience.
- Created blog content and newsletters to promote local tourism.
- Assisted in influencer outreach and collaboration for brand campaigns.
- Conducted keyword research and optimized website content for SEO.
- Produced visual content for marketing campaigns using Canva.
- Provided reports on engagement metrics and customer feedback.

### Agence Horizon

June 2020 – September 2022

#### Marketing Assistant

- Assisted in the development of social media strategies for multiple clients.
- Created marketing collateral, including brochures and digital ads.
- Supported email marketing campaigns and analyzed open/click rates.
- Conducted competitive analysis to improve client positioning.
- Assisted in managing paid social media campaigns.
- Collaborated with designers and copywriters for branding projects.

### Nouveau Monde Magazine

June 2018 – March 2020

#### Communications Intern

- Assisted in writing and editing articles for the magazine's digital and print editions.
- Managed the magazine's social media presence and engaged with followers.
- Conducted interviews and gathered insights for marketing content.
- Helped in organizing PR events and media launches.
- Researched industry trends to support content planning.
- Worked on improving email marketing outreach and engagement.