

# LUCILE BERGAR

French & English

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## EXPERIENCE

### MARKETING SPECIALIST

HET BOERENBED B.V, ALKMAAR (NL) | OCT 2018 - NOW

I am in charge of the French website unlitauvre.fr and the Swiss website wiesenbett.fr.

I update the content, images of the websites using Wordpress CMS system and Yoast SEO plugin to make the website text SEO friendly. I send newsletters, press releases and mailings to the different markets.

I work closely with Affiliate marketing platforms and online distribution channels to improve our sales and grow our presence on the market. I am also in contact with all the hosts in France and Belgium to market their location.

I manage the social media accounts for Un Lit au Pré (Instagram and Facebook) and organize press trips for the french influencers, press and bloggers.

### DIGITAL MARKETING ASSISTANT

INTERFAX LTD, BLANCHARDSTOWN (IE) | SEP 2017 - AUG 2018

I developed marketing collateral for InterFax and ShieldQ (presentations, sales flyers and brochures) in both French and English (Canva).

I was involved in every step of the marketing campaign from crafting the initial email, writing the marketing content, designing the CTA, to the creation of the landing page.

I measured the effectiveness of each marketing campaign through statistical analysis available on Hubspot.

Online Ad : LinkedIn Ad to drive traffic and create new leads.

I used Google Trends & Google Analytics to identify new markets and to analyze our website traffic.

### MARKETING & COMMUNICATION ASSISTANT (INTERNSHIP)

SOCIETE GENERALE, CAEN (FR)| FEB 2016 - JULY 2016

I created and diffused the latest bank offers through a direct marketing campaign (flyers and Posters) in line with the banks corporate image.

I was working day-to-day with the 31 bank branches (local marketing) where I relayed the latest marketing directives and handled any related queries.



## EDUCATION

### MASTER'S DEGREE IN MARKETING

IAE CAEN | 2015 - 2016

### BACHELOR IN ECONOMICS AND BUSINESS ADMINISTRATION

UNIVERSITY OF CAEN | 2011 - 2014

## SKILLS

### CSS & HTML

Hubspot / Active Campaign

Google Analytics/Adwords

Wordpress CMS / SEO

Photoshop / Indesign / Canva

Social Media / LinkedIn Ad