

STEPHANIE BAUCHE

Marketing Manager – Project Manager

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Born in 1986

Amsterdam, the Netherlands

EXPERIENCES

Marketing Manager & SEO Specialist

GoCustomized/CustomConcepts 2014 - 2019 Amsterdam

- Develop and manage E-commerce projects and marketing campaigns
- Be the point of contact for all ecommerce projects across the business
- Proactively identify issues and solve problems collaboratively
- Develop business cases, defining KPIs to measure success and ensure continuous improvement

IT Project Manager

APCA (Chamber of Agriculture) 2011 - 2013 Paris

Responsible for the project management throughout the entire lifecycle of the project: from application design to delivery, including business requirements gathering, stakeholder management, and organization of all the steps of the projects and post implementation review.

Applications Developer / Information

SNCF (French National Railway) 2007 - 2011 Paris

- Information System Modeling
- Creation/editing of scripts using VB.net for setting data quality
- Creation of intranet applications using ASP.net (C# and HTML): analysis, development, implementation, user training and maintenance products.

IT Consultant

Gesconseil 2005 - 2007 Paris

- Configuration and installation of ADONIX software
- Adjustment of the CMS to meet the business objectives of the clients
- Create link between the software and the merchant website.

EDUCATION

MSc degree in IT Management

University Paris X 2011 Paris


Computer Methods in Applied Business Management speciality E-business


BA degree in IT Management


University Paris X 2009 Paris


Bachelor MIAGE in Mathematical Modeling, Computer Science, and Applications


INTERESTS

 Traveling has brought me open-mindedness, curiosity, adaptability, culture and so on.

 I like games and I enjoy organizing team building event, mystery dinner, scavenger hunt, etc.

 Blogging on online marketing development and helping friends with their websites.

 I'm afraid of heights but still started bouledring last year. Level 5b now.

 I like to make things myself as like decoration for the house, sewing my own clothes, jewelry etc.

SKILLS

Marketing Strategy

SEO / SEM

Advertising

HTML & CSS

Social Media

Content Marketing

PR

Email Marketing

Planning

Product & Price Strategy

Campaign Management

UX Design

Processes

Branding

Data Analysis

TOOLS

Analytics

Magento

Wordpress

Adwords

Photoshop

Mailchimp

SemRush

ContentBird

LANGUAGES

French ●●●●●

English ●●●●●

Spanish ●○○○○

Dutch ●○○○○