

# IN'SA MARIE YAFFA

## Digital Marketing Manager

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Paris / VISA J1

<https://www.linkedin.com/in/insamarie>



Inspired, independent and committed,  
I put a lot of myself into my work.

I'm always keen to learn and improve.

An internship is an excellent way of achieving this. I'm looking forward to putting my skills to good use so that together we can achieve the best for your brand.

## Education

2022-2024 MBA - Chief digital Officer - Studi School  
(100% online) - **Graduate**

2022 Graduate Digital Marketing Manager - Studi School  
(100% online) RNCP level 5 Diploma - **Graduate**

2018 - 2019 Professional degree in fashion design  
University of Nîmes (30) - **Graduate**

2014-2016 - D.U.T communication option advertising  
Robert Schuman, Strasbourg (67) - **Graduate**

## Skills

Pack Office / Microsoft Office



### Réseaux sociaux

Facebook / Instagram / X / TikTok  
Hootsuite



### Collaborative

Trello / Google drive



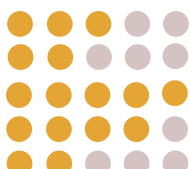
### Design

Canva  
Indesign



### Website

Wordpress  
Magento  
Mailchimp  
Seo / Google Adwords  
Html / CSS



## Interests

### Traveling

United States: Miami, Puerto Rico, Los Angeles, San Diego,  
Malibu, Santa Monica, Chicago, New York, Washington DC  
England: Bournemouth, London  
Europe: Portugal, Spain, Turkey  
Africa: Cabo Verde, Senegal, Marocco  
Latin America: Mexico  
Caribbean: Cuba (2012), Jamaica

### Reading

Personal development, psychology, Health, organic and natural  
cosmetics and marketing

### Acting

Improvisation, role-playing, interpretation, modeling

### Dancing

Afro urban dance

## Language

French: Native

English : B2

Spanish : A1

## Referees

• Guillaume ALLANOU - President and Sports Director at STADE  
BRIOCHIN + 33 6 06 94 48 95

• Diana CALATEAN - Head of administration at ACOLAD  
+ 33 6 06 94 48 95

## Work Experience

Marketing and Communication Assistant

**Creativ Jungle** Paris (75) March 2023 August 2024

- Strategy marketing development
- Content creation on Canva or indesign
- Scheduling posts on Meta Business/Swello
- Social media animation on Facebook, Instagram
- Newsletter writing on Mailchimp
- Creating original concepts for clients
- Setting up a SEO strategy
- Lead Influencer marketing campaign
- Analyzing statistics on meta business

Marketing and Communication Assistant

**Bangle up** Paris (75) December 2023 February 2024

- Trade show preparation
- Preparing photo shoots
- Marketing budget management on Excel
- Benchmarking

Digital Marketing Manager

**FHD Paris** Paris (75) september 2021-June 2022

(Video production Drone pilot)

- Integrating a digital strategy (social media)
- Trello project management for digital strategy
- Creation of content and advertising campaign on Instagram
- Recommendation of new graphic charter
- Analyzing statistics contests and make recommendations
- Analyzing statistics on Google Analytics

Au Pair

**Cultural care** - U.S.A (20) January 2020 - February 2021

Digital Communication Assistant

**Mabonneamie** Paris (75) April 2019 September 2019

(Luxury dress rental)

- Digital marketing plan
- Instagram content creation
- Website update on Magento
- Social media management (Instagram, Facebook, LinkedIn)
- Emailing and newsletter creation on Mailchimp
- Implementation of an SEO strategy
- Creation of influencer content for the Cannes Film Festival
- Analysis of partnership results on Instagram
- Add items to Facebook online store
- Business card creation on Photoshop

Communications and Events Assistant

**Stade Briochin** Saint Brieuc (22) January 2016 - June 2016

- Communication plan
- Press release writing on Word
- Graphic design on Indesign
- Video editing on Power Director

Events Communication Assistant

**Decines L'élégance** Lyon (69) January 2015 - June 2015

- Organization of the Miss Gala