

# IT / DIGITAL PROJECTS

Margaux LAPRAY



## FEW WORDS ABOUT ME

Because I put a lot of work to the achievement of my professional goals, I am fully involved in the acquisition of key skills in digital and IT. I am curious and proactive in finding solutions. Open-mindedness and diplomacy are my everyday allies.

## DIGITAL MARKETING SKILLS

- Photoshop, Illustrator, Canva
- Premiere, Camtasia
- Jive, Teams, Yellow, Trello, Zoom
- Google Analytics, Comscore

## IT SKILLS

- HTML, CSS, Bootstrap, PHP
- Langage C
- Langage C#
- Oracle SQL, Merise
- Word, Excel, Powerpoint, Outlook, Access

## LANGUAGES

- English- "C1" > TOEIC 955/990 in 2019
- French- native language
- Italian - notions

## PERSONAL INFORMATION

Live in Paris 12e  
Driver's License  
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## WORK EXPERIENCES

### IT Project Manager

*Christian Dior Couture, Paris 8e | Dec18 - Nov19*

- IT project management, follow-up of the design and schedule of deliverables, tests and writing of incidents, follow-up of corrections and update of project documents.
- Change management on new collaborative tools.
  - > Project management, coordination, training, support, English

### Digital Project Manager

*Orange France, Arcueil 94 | Sept16 - Sept18*

- Point of contact between the Product teams in-house and the external digital agencies.
- Coordination and monitoring of communication actions around digital services.
  - > Communication strategy, web, KPI and analytics, front end, marketing.

### Digital Marketing and Communication Manager

*Société Générale CIB, La Défense 92 | Jan16 - Jul16*

- Internship in change management.
- Support for the adoption of the collaborative solution Jive Software to my team (30pers) then to the direction of risks (500pers).
  - > Community management, events, training, support, definition and monitoring of KPIs, mission in English.

## EDUCATION

### Master's Degree in IT Projects and Business Strategy - Apprenticeship

*Université Paris Diderot, Paris 13e | 2018-19*

Formation orientée développement informatique et compréhension des spécificités techniques des projets en relation avec les systèmes d'informations. Développement logiciels et Management des SI.

### Master's Degree in Management Studies, Major Digital Marketing - Apprenticeship

*Institut Mines-Télécom Business School, Paris 13e | 2016-18*

In-depth training in multichannel marketing, digitalization of communication and services. Management of digital transformation and digital project management.

### Bachelor in Management & IT

*Institut Mines-Télécom Business School (ex Telecom EM), Evry 91 | 2013-16*

General education on the fundamentals of marketing, management and communication.  
Digital oriented and highly internationalizing.

### Certificate Digital Marketing & Communication Management

*Dublin Institute of Technology, Dublin, Irlande | 2015*

Double degree course in partnership with the Bachelor of IMT BS. Academic semester.

Christian Dior  
COUTURE

