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| **Sam Young**  Marketing Communications Manager Resume  **PROFILE**  Extensive experience in all aspects of project management and Marketing with expertise in complexes projects. |

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| **EDUCATION**  **Marketing,**  ESMA, Lognes, France  09/2011 - 03/2013,  Master Degree, Marketing Product Management  **Business Administration,**  INSEEC, Paris, France  09/2006 - 09/2010,  Bachelor of Business Administration, Marketing and Finance  **Mercadotecnia,**  ISTEM, Monterrey, Mexico  01/2008 - 06/2008,  Study Abroad |  | **PROFESSIONAL EXPERIENCE**  **Marketing Manager,**  RS Express, San Francisco, USA 07/2015 - present,   * Monitor and analyze standard marketing metrics (Google analytics) * Campaign Management * Support VP of Sales with lead generation as well as client proposals and presentations * Implement and update database leads in CRM Dynamics * Drive content marketing initiatives including blog posts, white papers, and email marketing * Manage and build presence on social media platforms * Maintain and update company website using WordPress. * Track and report sales metrics on a monthly basis.   **Project Manager,**  VIATYS Conseil, Neuilly sur Seine, France 06/2013 - 12/2014,   * Consultant as Project Manager for La Française des Jeux. * Project management for the deployment of the CRM: Sulligent. * Gathered and analyzed user requirement, to get the architectural design and write Specifications. * Integration test verification on back office * Presentation to user for acceptance. * Operation and maintenance.   **Marketing Coordinator,**  Reunica AG2R La Mondiale, Levallois Perret, France 06/2010 - 06/2013,   * CRM (Selligent) Campaign Administration * Collaborated with marketing and communications teams on standardization, design and production of marketing materials. * Collaborated with advertising and promotion managers to promote products and services. * Wrote creative and engaging briefs for internal and external agencies. * Produced engaging online marketing campaigns. * Project Manager for the deployment of a new intranet. (v-Model) |
| **SKILLS**  MS Office  CRM  Click Dimensions  InDesign  Photoshop  Hobbies |