



Aurore Mignot

Digital & Software Specialist

30 years old

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✉ Aurore Mignot
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EXPERIENCE

Software Product Manager

Neopost France • Nanterre (France) • Full-time • Since June 2016



- ▶ Product owner for 3 ranges of products :
 - Inspire Quadiant : Developped by Quadiant (a Neopost Company), I adapt the product offer for Neopost customers and prospects' needs.
 - OMS-500 : I define the go-to-French-market strategy for this product including local business model, promotion plan, selling strategy (business strategy and back-office operations) and all the marketing assets required to sell it.
 - Valipost : Solutions dedicated to key account and high volume customers to prepare and sort their mail. I define the development roadmap and marketing strategy for this range of product.
- ▶ Definition of the product development strategy (functionalities, add-ons, pricing, network of selling...)

CRM Marketing Manager

Twenga Solutions

Twenga Solutions • Paris (France) • Full-time • November 2015 to June 2016

- ▶ Prospect & Customer installed base strategy definition (automation campaigns)
- ▶ Database management : Analysis, segmentation, qualifications rules
- ▶ Funnel management : stage definition and automation of the leads workflows between Marketing Automation and CRM.
Process definitions and documentatons for sales to manage leads.
- ▶ Lead generation strategy definition for email channel

Marketing consultant

Les Editions Cauris • Volunteer Work • Since 2016



- ▶ Marketing consulting
- ▶ Webmarketing strategy
- ▶ Marketing materials creation

Webmarketer and Marketing Automation Specialist

Sage, Ciel brand • Paris (France) • Full-time • Since September 2010



- ▶ Marketing Automation: *Eloqua Oracle Power User* & *Salesforce Pardot*
Targeting, Customer journey, Trigger marketing, Welcome cycle, Conversion journey by cross-sell and Try and Buy.
- ▶ Online Loyalty & CRM: *Microsoft Dynamics* & *Salesforce CRM*
Technical specifications, Q&A, launching of loyalty paths developed especially for Microsoft Dynamics CRM.
- ▶ Webmarketing: Website: www.ciel.com
 - E-reputation
 - Social commerce tool
 - Redesigning of the online customer center
 - Emails & Landing Page
 - Customer paths

Channel Marketing and Communication Assistant

Sage - SMB/CRM Business Unit • Paris (France) • Apprenticeship
• October 2008 to August 2010



- ▶ Channel Marketing, Event & Communication for Sage CRM Software Resellers

SKILLS

Professionals

- ▶ Initiative ▶ Curiosity ▶ Strategy ▶ Autonomy ▶ Social skills ▶ Creative Writing
- ▶ Creativity

Personals

- ▶ Flexibility ▶ Optimism ▶ Open-mind ▶ Enthusiasm ▶ Problem solver ▶ Fun maker

Tools

- ▶ Marketing Automation ★★★★★ ▶ Customer relationship management ★★★★★
- ▶ Office Suite ★★★★★ ▶ Processing ★★★★★ ▶ UX design ★★★★★ ▶ CMS ★★★★★
- ▶ Analytics ★★★★★ ▶ Creative Suite ★★★★★ ▶ HTML ★★★★★

Languages

- ▶ English ★★★★★ ▶ Spanish ★★★★★

EDUCATION

Master's degree specialized in Marketing and communication

Business School in Work/Study Program – ISTE Paris • September 2008 to June 2010

This degree was organized as a sandwich course. It was a great way to learn precision and professionalism and to gain maturity.

I could offer my skills and learning abilities to any international enterprise.

I spent 80% of my course working at Sage, which enabled me to handle long-term projects in autonomy.

International Business Bachelor

Weller International Business School // Manhattan Institute of Management
• September 2007 to June 2008

This degree was split into one semester in Paris and the other in New York at the Manhattan Institute of Management.

During this year between Paris and New York, I had to manage an 9-month international business development project for a French company who was planning on developing its activity in New York.

This year gave to my profile a business/marketing orientation.

HTC in B-to-B Communication

Sup de Pub - Groupe INSEEC • September 2005 to June 2007

In this school purely dedicated to communication and publicity, I obtained a Higher Technical Certificate diploma (BTS) specialized in B-to-B Communication.

I got from this training a great brand management culture and knowledge.

It was also the first professional situation where I was able to work in autonomy during the 2 internships I realized, firstly in an IT small business and later in a Media group.

French Baccaalaureate in Economic and Social Sciences

Montalembert Private School • September 2004 to June 2005