

# ARTHUR PIERREL

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## MARKETING AND COMMUNICATION

With a solid background in marketing, I have gradually enriched my knowledge and skills in this field, specialising in particular in project management and digital marketing. My career path has enabled me to make an active contribution to the development of tourism in France from Germany, successfully managing a number of campaigns involving various stakeholders, both internal and external. My interpersonal skills and efficiency have been demonstrated on many occasions during my previous experiences. My flexibility and adaptability have always been appreciated assets. Today, I'm determined to pursue my professional development internationally, in particular by perfecting my English.

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## STRENGTHS AND EXPERTISE

- Time management and organisation
- Teamwork and autonomy
- Reporting via Looker Studio
- Microsoft office
- Communication Skills
- French and English
- Intellectual Curiosity
- Stress management
- Adaptability, Flexibility and open-mindedness

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## LANGUAGES

French - Native



English - C1



German - A2



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## PROFESSIONAL EXPERIENCE

**Atout France**, Frankfurt-Am-Main, Germany

**October 2022 - December 2023**

**Marketing and communication project manager**

Executed strategic marketing initiatives, contributing to the exceptional success of promoting French tourism in Germany in 2023. In charge of marketing reporting for more than 25 campaigns over the year.

- Launched, implemented, and meticulously monitored campaigns with diverse stakeholders.
- Analyzed communication campaigns, generated reports via Looker Studio, and delivered compelling presentations of results to partners..
- Vigorously monitored online and offline media and marketing channels.
- Proactively tracked the development of campaigns through extensive calls and email exchanges with stakeholders.
- Effectively managed campaign budgets to optimize resource allocation and maximize ROI.

**Mapa Spontex**, Paris, France

**June 2022 - July 2022**

**Sector manager**

This 2-month experience enabled me to familiarise myself with the field sales sector, negotiate contracts and use CRMs.

- Planned daily activities and orchestrated customer meetings to ensure seamless operations.
- Managed shop inventory, orchestrated promotions, and curated product displays to enhance customer engagement.
- Streamlined operations to optimize results and adeptly negotiated contracts to secure favorable terms.

**Metro Cash and Carry, Nanterre, France**  
**Digital marketing work-study contract**

**September 2020 - September 2021**

In parallel with my final year of studies, I was able to discover the professional world on the basis of 3 weeks at the company and one week at school.

- Produced captivating videos using Playplay software to enhance social media posts.
- Conducted strategic, competitive, and commercial surveillance of the restaurant and hotel market.
- Established and expanded social media community as Community Manager.
- Analyzed data and generated reports using Google Analytics.
- Managed the follow-up process for website migration.

**Lighthouse Children Welfare Home Association, Kuala Lumpur, Malaysia**  
**Humanitarian mission**

**June 2019 - August 2019**

As part of my studies, I had the opportunity to go on a humanitarian mission of my choice. I chose a foundation that works with orphans aged between 3 and 17.

- Engaged in sports activities like football and tennis to foster physical fitness and teamwork.
- Assisted children with their homework, fostering their academic development and understanding.
- Created and participated in a diverse range of games and leisure activities, promoting social interaction and creativity.

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## EDUCATION

### **Graduate Master 2 in Brand Marketing**

Excelia Group - La Rochelle, France - from September 2018 to September 2021

### **Semester in the USA (IONA College)**

IONA College - New York City, USA - from September 2019 to December 2019

### **"Classe préparatoire aux grandes écoles" for Business School**

Intensive program in management, economics and marketing to prepare for nationwide competitive exams from September 2016 to June 2018 - Montpellier, France

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## HOBBIES

### **Sports:**

- Practice of Football (competitions) and Table-Tennis (leisure)
- Follow-up of major sports events

### **Video games / Esport / Gaming:**

- Practice and participation in international competitions (finals)
- Follow-up of the events of the Esport scene

### **Travel:**

- Professional/School : USA, England and Malaysia
- Linguistic : England and Germany
- Leisure: Tunisia, Turkey, Morocco, Caribbean islands, Spain...

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References are available on request.