

Cécile BÉDU

J-1 Visa holder looking for a company transfer

Project Manager able to handle strategic and complex projects currently looking for my next challenge in Marketing and Communication.

CONTACT



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Cécile Bédu

SKILLS

Project Management	<div><div></div></div>
Marketing	<div><div></div></div>
Communication	<div><div></div></div>
Digital Marketing	<div><div></div></div>
Brand Management	<div><div></div></div>
Event Planning	<div><div></div></div>
Human Resources	<div><div></div></div>

SOFTWARE

Asana	★★★★★
Confluence	★★★★★
Office Suite	★★★★★
Photoshop	★★★★☆

LANGUAGES

FR	French	Native
EN	English	Bilingual
DE	German	Fluent

MISCELLANEOUS



Sports

Climbing since 2015



Video games

Overcoming virtual challenges as a daily hobby



Cooking

Making and sharing delicious French pastries



Literature

Book nerd loving a great fantasy or science-fiction book



Rewards

Special Jury Award for the Nudge Challenge against food waste in 2015



PROFESSIONAL EXPERIENCE

Project Manager

Propulsive – San Francisco

Marketing and PR Agency helping blockchain businesses to successfully fund their ICO.

- Working closely with simultaneous clients starting a new ICO project to plan and manage their entire campaign from beginning to end with competition analysis, market segmentation, category design documentation, and point of view copyrighting, including PR and Social Media campaign Management.
- Supporting the company's growth with recruitment and onboarding of new contractors, improving company visibility and credibility with active social media and content management to develop the business and find new clients, as well as developing and documenting new processes to improve the workflow efficiency.
- Successfully increased the digital reach of one of our client on social media by more than 250% in two weeks in preparation for their upcoming ICO.

Dec. 2018

5 m.

Aug. 2018

Consultant

ConvictionsRH – Paris

Consulting firm specialized in supporting changes to the HR function.

- Mastered software solution benchmarking: cross-analysis of multiple editor solutions from both cost and strategic perspectives to lead a company's transition towards a more agile and productive solution, and analysis of the strategic needs of a company.
- Redesigned and animated communication networks for the deployment of the French National Education HRIS (1.3m employees): designed and developed networks with regional authorities, organized multiple workshops for 100+ attendees.
- Designed and created an instructive custom project and portfolio management toolkit for both agile and waterfall planning to help clients following their projects more efficiently.

Jul. 2018

1½ y.

Jan. 2017

Assistant Product Manager

La Maison du Chocolat (Savencia Group) – Paris Area

Paris-based chain of chocolate shops running stores around the world.

- Overviewed new marketing campaigns, benchmarked with internal and external products.
- Launched a successful innovative range of seasonal products with creative packaging.
- Created and developed B2C communication tools: booklets, leaflets, postcards, in-store presentations.

Sep. 2016

6 m.

Apr. 2016

Assistant Product Manager

Harrys (Barilla Group) – Paris

Harrys manufactures and sells breads and industrial pastries worldwide since 1965.

- Analyzed and benchmarked product performances, monitored sales with Nielsen panels.
- Managed a promotional event campaign: website development, promotional packaging, contest organization.

June 2015

6 m.

Jan. 2015

Trade Marketing Assistant

Palais des Thés – Paris

Tea house founded in Paris in 1986.

- Set up a partnership with *L'Occitane en Provence* about aromachology and with *Le Grand Palais* for the Hokusai exhibition (190,000 attendees over 3 months); supervised shop events for VIP clients.
- Developed monthly campaigns of accessories and merchandizing supports for the shops.

Dec. 2014

6 m.

Jul. 2014



EDUCATION

SKEMA Business School

Master in Management & MSc. International Marketing and Business Development – Lille and Paris

"Grande École" Curriculum: Innovation, Business Communication, International Human Resources Management, International Marketing, Strategic Management.

President of the Photography Club: developed and promoted the presence of photographs from the club in student events.

Abroad: Munich Business School from January to May 2014.

June 2016

4 y.

Sept. 2012