



Je suis **Marie Serrano**.  
Je suis à la recherche  
d'un poste en  
**Communication  
Digitale**

(Social Media Manager,  
Chargée de Communication)  
sur **Toulouse ou Albi**.



## Compétences



### RÉSEAUX SOCIAUX

Community management,  
Création de contenu visuel et  
éditorial, Stratégie & Conception  
du calendrier éditorial

### COMMUNICATION VISUELLE

Création de visuels pour les  
réseaux sociaux (posts, stories,  
etc), pour les sites web  
(bannières, pages produit), pour  
l'impression (posters, stickers,  
catalogues, packagings et  
affichage)

### MONTAGE VIDÉO

Pour les réseaux sociaux  
(réels, stories animées, etc.)

## Formation

2020-2022 **UFR INGEMEDIA,  
UNIVERSITÉ DE  
TOULON**

Master InfoCom  
parcours  
Communication  
Digitale et Éditoriale

2021-2022 **HAUTE ECOLE  
ALBERT JACQUARD  
DE NAMUR**

Master Architecture  
Transmedia en  
programme  
**ERASMUS**

2020 **DUBLIN BUSINESS  
SCHOOL, DUBLIN**

Diplome en Business  
Management  
Semestre à  
l'étranger

2019-2020 **ISEG GROUPE IONIS,  
TOULOUSE**

Bachelor en  
Marketing et  
Communication  
Digitale

2017-2019 **IUT 'A' PAUL  
SABATIER, CASTRES**

DUT Métiers du  
Multimédia et de  
l'Internet -  
**Marketing et  
Communication  
Digitale**

## Portfolio

[www.serranomarie.com](http://www.serranomarie.com)

## Contact

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[serrano\\_marie@outlook.fr](mailto:serrano_marie@outlook.fr)

## Adresse

25 avenue des hirondelles,  
81990 PUYGOUZON

## Âge

12.10.1997 (25 ans)

## Langues

**FRANÇAIS**  
langue natale

**ANGLAIS**  
bilingue

**ESPAGNOL**  
intermédiaire

## Expériences



### V.I.E Volontariat International en Entreprise (1 an)

2023 (6 MOIS): **NAOS UK  
& IRELAND**

Créateur de contenu pour NAOS  
(Bioderma & IE) et Chargé de marketing  
commercial pour Institut Esthederm UK

Création de contenu pour les marques Bioderma  
et Insitut Esthederm : design graphique (web et  
impression) + Assistante de la Cheffe de produit  
senior pour Institut Esthederm.



2022 (6 MOIS): **NAOS  
IRELAND**

E-commerce & Cheffe de projet Digital

Responsable de toutes les actions digitales pour  
NAOS Ireland (réseaux sociaux et site internet).

### STAGES dans le cadre des études

2021 (3 MOIS) : **UP2YOU  
SAVOIE & HAUTE-SAVOIE**

Stage en tant que Community manager  
pour les salles de sport UP2YOU

Responsable de toutes les actions digitales pour  
UP2YOU (réseaux sociaux et site internet).

2020 (4 MOIS) : **NAOS  
IRELAND**

Stage en Assistante de Communication  
Digitale

Création de contenu éditorial et graphique pour  
les réseaux sociaux, le site internet et  
l'impression.

2019 (3 MOIS) : **SPATULE  
PROD' TOULOUSE**

Stage en tant que Cheffe de projet  
360° junior

Création de contenu graphique (réseaux sociaux),  
Community Management & Webdesign.



### AUTO-ENTREPRENARIAT 2020-2022

Digital Content Manager et créatrice de contenu pour l'impression pour **UP2YOU**  
Digital Content Manager et créatrice de contenu pour l'impression pour **NAOS Ireland**  
Customer Success pour l'application de sport **Gymlib**

## Loisirs

Livre fav.

Lecture  
actuelle

Style fav.

Distance max. :  
semi-marathon  
Distance fav. :  
10km

Yoga Flow  
Débutante



Fitness, muscu,  
Cross training & HiIT

La Passe-miroir  
Christelle Dabos

Fantastique

Le livre perdu  
des sortilèges  
Deborah  
Harkness

Photo/Vidéo  
Débutante



Guadeloupe,  
Espagne,  
Grèce, Norvège,  
Islande, Suède,  
Belgique, Irlande  
Royaume-Uni

Film fav. :  
La vie rêvée de Walter Mitty

NAOS UK & Ireland  
27<sup>th</sup> February 2023

### Marie Serrano - letter of recommendation

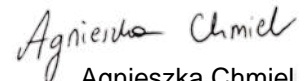
I am happy to provide this letter of recommendation for Marie Serrano. I had a pleasure to work closely with Marie Serrano for nearly 6 months. Initially Marie joined Naos Ireland team as E-Commerce and Digital Project Manager. When the UK and Irish affiliates merged, Marie's responsibilities changed to better reflect the business needs. From October 2022 Marie has been a NAOS Content Creator & Institut Esthederm Trade Marketing Executive for both markets, reporting directly to me.

Marie was responsible for content creation & adaptation for Institut Esthederm and Bioderma. She created assets for social media and websites required to accelerate core products' from the portfolio & NPD's sales. Marie also created a lot of printed assets, being able to lead the project from creation to production. Marie is able to create new assets, as well as to adapt global assets created by headquarters to local requirements. During her time at Naos UK&I, Marie contributed to many cross-functional projects supporting the whole business, with the biggest - creating a new digital package for core SKUs, supporting the whole business.

Marie also helped me with trade marketing tasks, contributing to cohesive omnichannel customer experience strategy – creating bespoke in-store POS and digital tools. She ensured all Institut Esthederm product information was set and up to date, supporting the Commercial team.

Marie is a truly dedicated team member, always positive, demonstrating a “can do” approach. She understands the business priorities, adapts quickly to changes in the business and demonstrates big flexibility. She quickly learns new things, contributing to many cross-functional projects.

I am confident that Marie's can do attitude, positive approach, motivation to grow and graphic designer skills will make her a valuable contributor to any company. If you need any additional information, feel free to contact me by e-mail.



Agnieszka Chmiel  
Institut Esthederm UK&I  
Head of Marketing  
agnieszka.chmiel@uk.naos.com

**12<sup>th</sup> April 2023**

**Reference for Marie Serrano**

To Whom it May Concern,

Marie started with Naos Skincare Ireland in early 2020 as our Marketing & Digital Intern however due to the Covid situation had to move back to France. Marie remained as our Intern while working remotely from France. During this time she showed great resilience and commitment to supporting the Marketing Manager and Digital activation virtually through the use of Zoom and Teams. Marie supported the development of the digital assets for our campaigns for Social Media and creating our marketing material using her design skills.

Although the covid situation was very tough with the support of Marie we had very successful campaigns driving a lot of traffic to our social channels and website leading to increased sales for the business and positive growth despite the difficult environment.

After her Internship finished Marie continued to work for Naos Skincare Ireland as a freelance designer. Again she showed great creativity and versatility to create the content we needed for Social Media and physical materials for the marketing campaigns. Marie continued this freelance work while she completed her education.

Due to her capabilities, her engagement with the team, and her motivation to continue to develop in her role in marketing and digital marketing I had no hesitation to offer Marie a VIE position with us in Dublin. Marie joined us on her VIE as our Digital Marketing Project Manager.

During this period in 2022, Marie played a key role in developing the digital strategy and campaigns, and supported the Marketing & Training Manager with developing content and materials. She also was the main point of contact for our Digital PR agency.

Marie showed excellent skills in content design, campaign management, analytics, and creativity during her time with Naos Skincare Ireland.

I would be happy to recommend Marie for any role in Marketing and Digital Marketing where she can show her skills and become part of the team.

Sincerely,

**Louis Coyne**

**Ex – Business Unit Manager  
Naos Skincare Ireland**