



Anouck Geday

Marketing Consultant

Paris, France

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Languages

- Spanish (Basic)
- French (Native)
- Italian (Basic)
- English (Native)

About

Marketing specialist looking for an opportunity where I can use my knowledge of the drivers of human motivation to better connect product and consumer needs.

BRANDS WORKED WITH

- Neuro-Insight
- SPOTLIT
- fifty-five

Experience



Marketing Consultant

SPOTLIT | Aug 2022 - Now

- Develop and implement all marketing strategies
- Manage and coordinate marketing campaigns (Facebook Ads, email and notification campaigns)
- Ensure brand image quality in collaboration with creative and communication teams
- Lead consumer market research efforts to optimize application accordingly
- Monitor active user rates and strategies to keep retention rate high



Senior Analyst

Neuro-Insight | Jan 2020 - Jul 2022

- Manage and plan client projects, testing marketing campaigns, user and in-person experiences
- Analyze survey and neuro data to deliver key insights, trends, cultural shifts and optimizations
- Build and present reports to clearly communicate analytical conclusions and insights to stakeholders
- Support new product innovation and development by testing and optimizing products
- Train new analysts in client relations, data analysis and reporting



Analyst

Neuro-Insight | Nov 2018 - Dec 2019

- Assisted project manager with planning, study design, analysis and presentation design
- Served as an initial point of contact for clients on research inquiries and projects
- Contributed to new business proposals and presentations
- Researched client marketing strategy, past campaigns and competitors



Senior Digital Analytics Consultant

fifty-five | Dec 2022 - Dec 2023



Project Lead

fifty-five | Jan 2024 - Now

Education & Training

2022 - 2022

IE Business School

Certification , Brand and Product Management

2015 - 2015

Parsons School of Design

Summer Program, Design Communications

2014 - 2018

● **New York University**

Bachelor of Science, Neuroscience