



Anouck Geday

Marketing Consultant

📍 Paris, France

✔ Anouck is **Available to work**

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Work Preference

Location: Open to relocate

Pattern: Open to Full time or Part time work

Employment: Freelance Assignments, Hourly Consulting, Permanent Positions

Skills

Marketing Strategy (Advanced)

Digital Marketing (Intermediate)

Analytics (Advanced)

Problem Solving (Advanced)

Consumer Insight (Advanced)

Project Management (Intermediate)

Client Relations (Advanced)

Translation (Advanced)

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

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

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