

ALP.



**ARTHUR
LAURIE-PLARD**

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58000 Nevers, France
Born Oct. 11th 1995
25 years old, French

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Willing to relocate! 😊
Driving licence
(and amazing driver)

ABOUT ME

LANGUAGES

- 🇫🇷 **French** – Mother tongue
- 🇬🇧 **English** – Fluent (C2)
- 🇪🇸 **Spanish** – Advanced (B2)
- 🇷🇺 **Russian** – Beginner (A2)
- 🇮🇹 **Italian** – Learning!

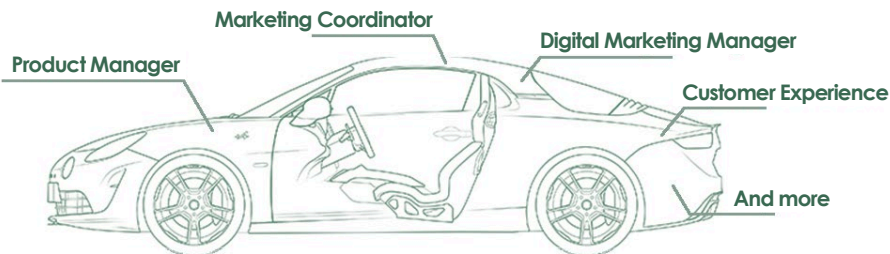
PASSIONS + HOBBIES

- Tech Industry
- Automotive Industry
- Geopolitics (not an industry)
- Travelling, Running... and wine.

SKILLSET

PRODUCT MANAGEMENT
OPERATIONNAL MARKETING
EVENT ORGANIZATION
PROJECT MANAGEMENT
E-COMMERCE MGMT
CUSTOMER RELATIONS
SEO / SEA / SOCIAL MEDIA
WEBSITE MANAGEMENT
STILL READING? CALL ME!

TOOLS



KEY NUMBERS

2 years
Spent abroad

2 years
Experience

17
Visited countries

965_{/990}
ETS[®] TOEIC[®] Score

PROFESSIONAL BACKGROUND

COMMUNICATION AND MARKETING EXECUTIVE MYGALE – RACECAR MANUFACTURER

2020-2021

PERMANENT



Managing Communication and Marketing operations alongside the CEO

- Day-to-day communication management (social media, print, presentations)
- Content creation (online content, newsletters, internal comms stuffs)
- Benchmarks, market studies, business opening studies
- Racecar release strategy (Formula 4 gen.2, Cross Car)
- Inbound Marketing, website management

2018-2019

PRODUCT MANAGER WORK-STUDY CONTRACT MICHELIN MOTORSPORT



Work-study contract part of the 2nd year of Master's degree.

- **Project development** of Michelin Motorsport Connect – French and EU markets
- **Offer build-up** with selected **customers**, organization of product tests
- **Marketing strategy**, Go-to-market, production of visual elements
- Management of **partners relationships** (dealers, ambassadors and more)

2013-2019

AND MANY OTHER PROJECTS AT



EDUCATION

2014 – 2019

MASTER'S DEGREE GPA 3.6
INTERNATIONAL MARKETING AND MANAGEMENT
ESTICE - INTERNATIONAL MANAGEMENT SCHOOL
Incl. 12 months abroad – Licence and Masters degree

DISCOVER MY FULL **BACKGROUND, SKILLS,**
RECOMMENDATIONS AND MORE :

ArthurLP.com

