

Marilyn MENEZES LOMBA

Digital Marketing and Delivery Expert

PROFESSIONAL EXPERIENCE

2018: Marketing manager @ SMHI Hydrology Department (Norrköping, Sweden)

2016 - 2017: Global Project Director and Global Client Lead @ Ogilvy (Paris)

- Head of operations for the Nestlé Infant Nutrition online CRM (Customer Relationship Management) program launched in 60 countries. In charge of the delivery of all technical, marketing and creative projects and consulting role in marketing strategy.
- Lead of a team of 10 project managers based in 4 different countries.
- Responsible for managing and negotiating the digital budget with global customer: €1.5 million/year (= 15M Kr)

Feb 2016 – May 2016: Digital Marketing Manager @ L'Oréal (Paris)

- Responsible for eCommerce and digital marketing strategy for the brand La Roche Posay International.

2012 – 2015: @ Proximity BBDO (Paris)

Digital Project Director (2014 – 2015)

- Head of delivery for all projects/innovations of the Procter & Gamble CRM program: €3.5M/year (=35M Kr) with 10 projects per month.
- Proposed and implemented marketing innovations for P&G's digital transformation.
- Managed a team of 4 project managers in Paris and offshore developers (Mauritius).

Lead International Project Manager (2013 – 2014)

- Handled change requests made to the global platform by all 40 countries and global website redesign.
- Managed a team of 3 project managers: supervision of wireframes, specifications and creatives of all projects.

Regional Project Manager for Asia Pacific (2012 – 2013)

- Responsible for the technical/functional deployment of 8 websites in Asia for P&G.
- Advised local P&G clients in their digital strategy and how they could implement it with their local creative agencies.

2011 – 2012: Communications manager @ Audionamix (Paris)

- Responsible for the B2B communication of the start-up with clients and prospects in the US movie industry.
- Designed and developed websites/services (front-end)
- Created printed material used by the sales team.

2008 – 2011: Freelance Translator for the humanitarian sector (English to Spanish)

- Translated project proposals and reports from English to Spanish.

2009 – 2010: Project Manager and Webmaster @ Crédit Agricole – French bank (Grenoble)

- Managed a multi-channel communication project: conception, follow-up, front-end development and launch.
- Daily tasks of webmastering and front-end integration for the bank website and e-banking portal.

2007 – 2009: Financial Executive @ Conseil Général de l'Isère (Grenoble – French public sector)

- Built the 2009 and supervised the 2008 budget that funds child care and protection in the region.
- Analyzed project proposals of associations for children looking for grants.

EDUCATIONAL BACKGROUND

2004-2006: Master's degree in International Cooperation and Communication at University Stendhal, Grenoble (France). Graduated with Higher Honors.

2001-2004: Bachelor's in "Langues Etrangères Appliquées" (3-year degree in foreign languages applied to marketing and business) at University Stendhal, Grenoble (France) + Year 3 at the University of Birmingham, UK.

LANGUAGES

French – Mother tongue
English – Fluent
Spanish – Fluent
Swedish – Learning

IT KNOWLEDGE

- Advanced knowledge in HTML/CSS.
- CMS: Wordpress, Drupal, Joomla, Site Core.
- MS Office, Adobe Design Suite, MS Project.
- Google: Analytics, Tag Manager, Adwords.

INTERESTS

#Photography #Yoga
#Travel #Music
#Reading