

Mathilde SOUBIAS



Professional experiences

SDR - Sales Development Representative

Mariages.net

March 2023 - September 2023 (apprenticeship)

Prospecting, KPI monitoring, consulting

Average conversion rate: 60%.

Marketing & Communications Manager

Beorn Technologies

September 2021 - March 2023 (apprenticeship)

Internal communication: 1to1 follow-up with each employee, reports to management with proposals.

External communication : LinkedIn

Creation of graphic charter and creation/modification of internal and external visuals.

Contribution - company website (Liferay environment)

SELF-EMPLOYED ENTREPRENEUR

Since 2021

Château Latournelle communications manager

(Instagram +700 followers in 1 year without paid referral)

Creation of partnerships (4), creation of templates and communication materials, participation in trade shows

Accompaniment of brides and grooms

Key Account Development Manager

Talents RH

September 2020 - July 2021 (apprenticeship)

Prospecting, customer retention, e-mailing

Recruitment

Candidate support / follow-up

B2B2C Sales Assistant

Ctoutvert

September 2019 - September 2020 (apprenticeship)

PCB (seasonal flight attendant)

Air France

Summer 2019 (fixed-term contract)

School career

Master's in Business - Marketing

ESG Toulouse

2022 - 2023

Bachelor's degree in Business - Marketing

ESG Toulouse

2021

DUT in Marketing Techniques

IUT Toulouse Paul Sabatier

2020

General Baccalauréat - ES

Mention Assez Bien

Skills

- IT tools (Excel, Powerpoint, Canva, AirTable)
- Google suite
- English - B2
- CRM tools
- Prospecting, customer loyalty
- Marketing tools, E-mailings
- Social networking
- Training courses :
 - Label Handimangement
 - MOOC RGD Workshop
 - Global Anti-Bribery and Corruption

Hobbies

- Boxing: French University Champion 2019
- Active member of the "Seilh Boxing" association
- Athletics: Leisure