



Anne-Fleur OUNNAS

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ESCP graduate in 2025, trilingual, team player, rigorous and strong analyst skills, pro-active and dynamic.

Significative experiences in partnership activations / sports sponsoring, marketing.

**Looking for an opportunity in the PR, influence and partnership activation fields.**

## STUDIES

|             |   |                    |
|-------------|---|--------------------|
| 2021 – 2025 | <b>ESCP Business School</b><br>Master in Management   Grande Ecole Program<br>Relevant courses: Strategy, Project management, Marketing, Excel, Data Management | Paris,<br>France   |
| 2023        | <b>Universidad Carlos Tercero</b><br>Master en administración y dirección de Empresas<br>Specialization «International Business Consulting »                    | Madrid,<br>Espagne |
| 2019 – 2021 | <b>Lycée Saint Paul</b>   Classe Préparatoire ECS<br>Intensive classes to enter the top tier French business schools.   | Lille,<br>France   |
| 2016 – 2019 | <b>Lycée Baudimont</b><br>French baccalauréat option S: obtained with highest honors (mention très bien)  | Arras,<br>France   |

## PROFESSIONAL EXPERIENCES

|                 |  |                               |
|-----------------|--|-------------------------------|
| Sept.-Aug. 2025 | <b>Danone</b>   Global Danone HQ<br><b>PR &amp; Communications Apprentice</b> <ul style="list-style-type: none"> <li>Develop earned media toolkits, part of the overall integrated brand communication process.</li> <li>Support and co-lead local brand activations (high profile events, collaborations, innovative product launches, brand stunts, etc...) to elevate brand positioning.</li> <li>Champion the importance of earned media within Danone (webinars, guidelines, benchmark, newsletters) to elevate our internal capabilities and understanding of PR &amp; Influence's evolving ecosystem.</li> <li>Activate the Danone sponsorship strategy &amp; global influencers (e.g. Antoine Dupont, Gentlemates Esport team, Pharrel Williams)</li> <li>Ensure a robust framework of KPI to measure performance of the cultural, PR &amp; Influence initiatives providing continuous improvement.</li> <li>Lead our brands to win by developing case study, highlighting our commitment to excellence &amp; creativity.</li> </ul> | Paris,<br>France              |
| Jan.-June 2024  | <b>Danone</b>   Danone France<br><b>Shopper activation retail</b> <ul style="list-style-type: none"> <li>Managing a portfolio of 3 brands (Alpro, Activia &amp; Bledina) in the retail media team: activation campaign, budget tracking, benchmarking</li> <li>Project management: Agency – brand coordination, brief, quote, planning, reporting</li> <li>Unifying team processes (e.g. briefing, reporting, brand plan)</li> <li>Participate in activating the Paris 2024 partnership and the brand ambassador Clarisse Agbegnenou (triple Olympic champion)</li> </ul>  | Rueil<br>Malmaison,<br>France |
| June-Dec. 2023  | <b>Accor Hotels</b>   Pullman Paris & MGallery Cluster<br><b>Sales assistant</b> <ul style="list-style-type: none"> <li>Handling events for Rugby World Cup 2023 partnership and Toulouse rugby team</li> <li>Point of contact of clients and B2B international prospects</li> <li>Benchmarking of the MICE offer in Paris &amp; in Europe</li> <li>CRM – business data analysis, monthly business reviews</li> </ul>  | Paris,<br>France              |

## LANGUAGES & SKILLS

**Languages:** French (mother tongue), English (fluent) C2, Spanish (fluent) DELE C1

**Computer skills:** Excel / Powerpoint / ChatGPT / Photo editing (Photoshop, Canva) / Video editing (Final Cut)

**Other tools:** Data analysis (Excel, PowerBI, Dashboard), Shopper insights (IRI, Kantar, Nielsen, Circana), Influence & RP campaign moderating (Meltwater tools: Xplore, Klear)

## INTERESTS

- Sports: Horse riding for 12 years (Galop 6), Rugby, Surfing, Running

- Music: Producing on FL Studio and often going to concerts (techno, electro, hip hop)
- Member of the ESCP student council office as event manager