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A digital professional experienced in leading the development and delivery of online marketing solutions

## SKILLS

Web-Analytics: Google Analytics,  
SEO & SEM tools

Newsletter & advertising campaign:  
Mailchimp, AdWords, Facebook,  
Instagram, Pinterest

Design & office software: Adobe  
InDesign, Photoshop, Illustrator,  
Microsoft Office Suite

Web Apps: WordPress, PrestaShop

Branding & Creative Strategy

Social & Print Media

Fluent in Romanian (native language)  
English & French.

## EDUCATION

**MBA IN GLOBAL MANAGEMENT**  
2006-2008  
Kean University  
Union, New Jersey, USA

**BACHELOR IN BUSINESS**  
2001-2005  
Fairleigh Dickinson University  
Florham Park, New Jersey, USA

## PERSONAL INTERESTS

passionate about photography,  
consumer behavior, psychology,  
Neuro Linguistic Programming,  
Montessorri pedagogy, blogging  
(<https://affinitynow.wordpress.com/>)

## EXPERIENCE

**FREELANCE ONLINE MARKETING CONSULTANT | 2013 - present**  
Romania & France

- research and implementation of online marketing tools to increase visibility, traffic and product awareness (SEO, advertising campaigns, Analytics, etc)
- create and manage social media accounts, in line with the brand identity guidelines
- visual and written content creation
- Clients: Dodin Biarritz (France), ATC Concept (France), Sabio Cosmetics (Romania)

**MARKETING SPECIALIST | 2011- 2013**  
Estee Lauder, Bucharest, Romania

- implemented marketing plan and managed the P&L budget of a >1M EUR portfolio
- managed key accounts and executed trade marketing campaigns
- successfully launched new products and managed product categories, resulting in +20% in 2012 sales vs. previous year

**RMS CLIENT SERVICE | 2010 - 2011**  
Nielsen, Bucharest, Romania

- integrated insightful retail market & consumer data analytics for FMCG market
- provided actionable recommendations with strategic prospecting plan during client presentations and/or business reviews
- managed client's employee training for Nielsen marketing program and web-based tools with technical and educational support
- Clients: Beiersdorf, Romaqua, Bochemie, Tymbark, Scandia

**GRADUATE ASSISTANT | 2007 - 2009**  
Kean University, Union, New Jersey, USA

- assisted Global MBA faculty members in the grading, advising, and administrative duties necessary for their courses
- executed and coordinated general departmental administrative duties, such as advising or the administration of community programs, workshops, speaker programs, etc

**CLIENT SERVICE REPRESENTATIVE | 2005 - 2007**  
L'Oreal, South Brunswick, New Jersey, USA

- advised Sales and Training Executives regarding sales figures and other key data
- launched Armani Code fragrance in the Northwest and South of the United States insuring proper shipment of product and promotional materials to the sales force
- monitored quota system and ad calendar to ensure all commitments were met