

CAPUCINE DESFEUX-CARATTI

MARKETING, COMMUNICATION AND SALES STRATEGIES / ADVERTISING



How can I describe myself objectively?
Always cheerful, I am lucky enough to be first of all a person with great facilities, both for the work itself and for the adaptation. This doesn't prevent me from also being a big worker, and even more when I am passionate about what I do. This is also something that motivates me: passion for what I do. I am one of those people who believe that we can't know everything, and that's what makes life more exciting: knowing that there is always something new to discover and learn. Traveling and living in many countries, also allowed me to acquire a great open mind which I am quite proud of and makes me see things differently. The others adjectives that come to me regularly from the people I used to work with are discipline, speed and availability. This is who I am.

35 years old
Driving License
📍 Sainte-Maxime (83120)
France

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EXPERIENCES

Saleswoman

Goyard Monaco - May 2024 to July 2024



Other activities

-- Since September 2022

- ▶ Support lessons in mathematics and English for different levels
- ▶ Flexibility and stretching classes in a dance school

Hostess and content creator

Le Quai des Artistes - May 2023 to September 2023 - Monaco - Monaco



- ▶ Hostess, reservation manager
- ▶ Creation of photo and video content for social networks and website
- ▶ Graphics and layout: updating menus and creating media for social networks
- ▶ Daily update of part of the website

Events and reservations manager

Groupe Annie Famose - December 2021 to May 2023



Hostess

Le Quai - L'Orangerie - April 2022 to August 2022



Content creation, graphic design, communication

LUNANUI AGENCY - Since June 2021



Auto business

Hostess

Eden Plage - June 2021 to September 2021



Hostess

White 1921 - June 2020 to September 2020



Hostess

Le Quai - Kinugawa - June 2019 to October 2019



Cashier

Le Quai - March 2018 to October 2018 - Full-time - Saint-Tropez - France



Assistant manager

Golden Goose Deluxe Brand - May 2016 to September 2016 - Saint-Tropez - France



Saleswoman

Magnetic - April 2015 to September 2015 - Full-time - Saint-Tropez - France

Waitress

Plage Le 44 - July 2014 to September 2014 - Full-time - Sainte-Maxime - France

Marketing and sales manager

Casino de Cavalaire - April 2014 to June 2014 - Full-time - Cavalaire - France



- Implementation of communication and commercial's policy for the Casino and the group
 - Creation and following of the customers' file
 - Events and animation of the Casino
 - Communication and advertising at a local level
 - Casino products' sales, boosting profit centers and activities
 - Development of sales arguments, with the agreement of Management
 - Public relations
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Pricing assistant

CDiscout - June 2013 to December 2013 - Internship - Bordeaux - France



- Competitive intelligence : benchmark
 - Daily price positioning follow up on key product families
 - Reporting
 - Analysis of the impacts of the pricing actions
 - Syntheses and various analyses
 - Price indices
 - Alerts setting up
 - Prices updates
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Hostess

Le Wafou - April 2012 to September 2012 - Full-time - Sainte-Maxime - France

Waitress

La Ferme Des Orchidées - April 2011 to November 2011 - Full-time - Le François - Martinique

English teacher

Phymat - April 2011 to November 2011 - Part-time - Le François - Martinique

Tutoring

Advertising manager assistant

Bellevue Communication - October 2009 to May 2010 - Internship - Bordeaux - France



- Strategic consulting
 - Advertising
 - Operational marketing
 - Edition (brochures, mailing,...)
 - Visual identity (graphic)
 - Media campaign (TV, press, posters, ...)
 - Internet (websites creation (web design, development, integration, hosting) and webmarketing (SEO and SEM))
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Communication manager

Région Gendarmerie d'Aquitaine - January 2009 to April 2009 - Internship - Bordeaux - France



- Intern communication: intranet

- Organization of the major events of the gendarmerie (example: tribute to the victims of duty, "rendez- vous bordelais de la défense", ...)
 - Participation to the "Grand Prix APACOM 2009"
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Treasury employee

Trésorerie des Iles Sous le Vent - December 2007 - Part-time - Uturoa - Raiatea - French Polynesia

Nature of the activity : state administration

Communication manager assistant



Air Tahiti Nui - July 2007 - Internship - Papeete - French Polynesia

- Communication service
 - Search of new local and international media interested by the company's actuality
 - Press kit update and layout (French and English version)
 - Writing texts for website
 - Improvement of Intranet
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Event assistant



Désirs de Voyage - May 2007 - Internship - Paris - France

Magazine launch

Press officer assistant



Indigo Consulting - March 2007 to May 2007 - Internship - Paris - France

- Tourism budgets
 - Press file update
 - Books
 - Press releases
 - Newsletters
 - Press kits
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Press officer assistant

Joanna Avrane - April 2006 to May 2006 - Internship - Paris - France

- Fashion budgets
 - Press file update
 - Books
 - Shops management
 - Press releases
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EDUCATION

NPH Masterclass

April 2019

Photo - vidéo - marketing

- shooting
 - photo editing
 - video editing
 - marketing management
 - brand image creation
 - starting a business
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Master in Marketing, Communication and Sales Strategies, speciality: International Marketing of Sectors

INSEEC - Bordeaux

September 2012 to September 2013

Diploma of EFAP, certified as Level II

French School of Press Officers and Communication Professionals - Paris and
Bordeaux

February 2006 to June 2010

MPSI - scientific preparatory class ("math sup")

National School of Physics - Chemistry - Biology - Paris

September 2005 to June 2006

Scientific Baccaulaureate

Lycée des Îles Sous le Vent - Uturoa, French Polynesia

June 2005

INTERESTS

Travels

Polynesia, Caribbean Islands, United States, New Zealand, Europe...

Sport

- ▶ Dance : Polynesian dance, latino, modern, classic, ragga dancehall, ...
 - ▶ Fitness
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Arts

- ▶ Photography
 - ▶ Writing
 - ▶ Couture
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SKILLS

Languages

- ▶ French: native
- ▶ English: fluent (TOEIC : 810/990)
- ▶ Spanish: good
- ▶ Italian



Computer skills

- ▶ PC (Windows) and Mac
- ▶ Office Pack : Word, Excel (advanced), Power Point
- ▶ Adobe Pack : Photoshop, Illustrator, InDesign
- ▶ Internet Explorer, Mozilla Firefox, Google Chrome
- ▶ The Fork Manager



Graphics

- Photo editing
 - Graphics
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Websites

- Creation (structure, contents...)
 - Monitoring
 - Maintenance
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Webmarketing

- SEO
 - SEM
 - Advertising on social media
 - Purchase of space (general information websites, frequently visited websites..)
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Communication advice

- Communication's plans
 - ...
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Edition

- Signage
 - Page layout
 - Posters
 - Brochures
 - Flyers
 - ...
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Writing

- Press releases
 - Books
 - Articles
 - Newsletters
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Environmental skills

- Sustainable development strategy
 - Respectful supports
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Events

- Organisation
 - Budget
 - Monitoring
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Press releases

- Press releases
 - Press kits
 - Press trips
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Public relations

Communication to different publics

Intern Communication

- Intranet
 - ...
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Video

- Shooting
 - Video Editing
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