

Candidature for :

Marketing & Communication Manager



Vanessa Carnet-Fuchs

About me :

Born on the 20th of July 1977, in Guéret (France).

8 years in Marketing & Communication in a very international and challenging environment for technical products.

Strong experience in Event Management and Orderbook/Medium Term Plan.

Worked closely with sales, customers, partners, and agencies.

Excellent time management and organization skills as well as a professional communication.

Accurate with figures and budget management.

I speak fluently french, english, german, and I am learning italian.

Employment**Since 07/06****Freelance Photographer (Munich)**

- Business planning, market analysis
- Advertising (banner layout, postcards, flyers), customer care, marketing activities
- Customer acquisition
- Website creation
- Work with Adobe Creative Suite 4

04/01-03/06**Marketing Specialist (Central, Southern & Eastern Europe)****Hewlett Packard (Munich)**

- Manage, organize, evaluate and follow up on events for more than 14 countries in close coordination with local agencies (20 events per year)
- Develop and maintain an ordering collateral tool for Compaq partners
- Design, implement, evaluate, control targeted advertising and direct marketing campaigns in close coordination with local agencies
- Content management for our website (incentives, promotion, events registration)
- Develop and maintain a new customer database
- Work in close cooperation with Compaq alliance and channel partners for coop-advertising and joint projects for 14 countries.
- Collaborate with sales and product experts
- Budget control

01/01-03/01**Localization Administrative Support****Compaq EMEA B.V. (Munich)**

- Design Powerpoint for the Localization department
- Organize core team meetings
- Design and provide a weekly report update for Localization Manager
- Maintain quote and invoice booking spreadsheets, within SAP

09/98-06/00**Marketing & Communication Assistant****Valeo Security Systems (Paris)**

- Responsible for the "security systems" Marketing-Database in collaboration with the Key Account Managers
- Design, implement and promote presentation tools (Powerpoint, Booklet, Product explanation sheet, Auto-Shows stand, CD-ROMs) working directly with advertising agencies etc in order to improve communication
- Follow up on the order books with the Sales and Controlling department. Provide a weekly report update for the Localization Manager
- Coordinate and organize participation in Showroom, customers Technical-days

02/98-08/98**Internship in Marketing****Valeo Security Systems (Paris)**

- Create a Marketing Database for our Domain using the Lotus approach in order to analyze the market worldwide and to perceive new opportunities
- Improve our product communication using new ideas

Education

- 01-04/2012 Online Marketing training, Wildner AG Akademie, Munich**
 SEO analysis, HTML, Social Medias, Google Adwords, Landings Pages, CMS, Xoops, Open Source, Corporate Blogs, Marketing Mix, Web 2.0, Google Analytics, Tracking and Monitoring, Conversion, ...
- 1995-1998 ESIAME Cholet, Business School Group ESSCA, Angers**
 Specialised: Marketing, Management and Finance
 12/12/1998: Internships diploma by Valeo Security Systems Paris
 02/97 to 07/97: Foreign Semester
 Truman State University of Missouri (NMSU) (US).
 Major: Marketing & Organisational behavior
- 1995 Bachelor** - Raymond Loewy High School, La Souterraine
 Major: Mathematics and Languages: English, German, Spanish

Languages / Computer Skills

- French** Native speaker
- English** Fluent.
 English was the main language at both Hewlett Packard and Valeo.
 Spring 1997 : One semester in Northeast Missouri State University
 July-August 1994: Rossmoyne Primary School in Perth (Australia)
- German** Fluent.
 April-Juli 2009: Inlingua Intensivclass (35 hours/week)
 Zertifikat Deutsch für den Beruf (Note : 89,5/100)
 July 2000: Intensive course at Goethe Institute
 Since July 2000: Resident in Munich
- Italian** Level A2
 Since 09/2010: Take regularly classes.
- PC/Mac** MS Office, Lotus Notes, 123, Approach, Adobe Creative Suite 4

Interests

- Sport** Cliff-climbing, Swimming, Tennis, Snowboarding
- Art** Photography
- Other** Enjoy traveling worldwide

Vanessa Carnet-Fuchs
Oppenrieder Strasse 23
81477 Munich
Germany

vanessa.carnet@gmail.com
+49/178 4 05 85 88

You can find me under:
www.Linkedin.com