



Marie Van Haecke

11 years of professional experience. Creative & dynamic, passionate about digital innovation, users experience, retail, entrepreneurship and growth.

Seeking job opportunities for March 2018 in consulting, business & product management digital.



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Skills

#Mindset Agile, lean startup, design & positive thinking, collaborative performance.

#UX & UI Design Graphic Identity, website and application mockups and design, customer experience optimisation, shopping experience. Complete knowledge of Adobe Suite & Sketch.

#Analytics Set up of Google Tag Manager and Google Analytics, tagging plan, data driven marketing plan.

#Adwords Certification validated Campaign management and optimization.

#Content Marketing & SEO Optimised content creation for natural referencing, best practices, url builder, backlink...

#Emailing & CRM Even and user based marketing, landing pages, retargeting...

#SocialMedia Engineering and spread strategy on all social network. Facebook Business Manager : full management.

#CMS & Code Project management, set up and customization of themes (Wordpress and Prestashop). Bootstrap development (html and css).

#Business Development BtoC & BtoB

Professional Experience

MVHLAB | Ecommerce, Retail & Digital Transformation Consultante
since september 2014 - 15th of customers - mvhlab.io

Laboratory of ideas in growth marketing and ecommerce, retail, a place of experimentation, innovation and accompanying digital transformation to serve your projects.

- **Estore Manager at Jacadi (Hybris platform) - 7 month**
 - Sales and marketing operations - Creative brief
 - Site optimization (merchandising, user trails, abtest, mobile, seo, chatbot ...)
 - Conceiving reportings and dashboards analytics
 - Ereservation implementation x4 country
 - Project meeting around connected retail innovation
- **Project Manager at CoSto - Connected Store - 12 month**
 - Meeting of startups which have solutions for traders
 - Creation of a living lab and experiments follow-up
 - Conference on visibility through local referencing & social media
 - Internally, training in collaborative and digital marketing tools, social networks, technical expertise on all webmarketing & startups solutions
- **Conducting audits** : mobile application, website and acquisition levers
- **Defining a digital marketing road maps strategy** with recommandations
- **Defining of business model**, budget and optimization

Mademoiselle Chapeaux | Product, Digital & Business Development
may 2011 to august 2016 - mademoisellechapeaux.com

Brand for casual and wedding hats - 2 shops (Paris & Lille) - 8 collaborators
Shareholder - CA 2016 500K

- **Product Designer** : conceiving and designing collections, sourcing and monitoring production - Made in France by our team
- **Digital Management** : media relations, defining roadmap a growth marketing and omnichannel strategy, conducting benchmarks, website ecommerce functionality and UX/UI designer, developer management (Prestashop - Wordpress)
- **Business Development** : partnership, BtoB opportunity analysis and sales BtoC in store

Marie Van Haecke Paris | Creative & Business Development
january 2009 to august 2013 - CA 100K - bit.ly/mvh-handbag

Launched leather and cotton handbags collection made in France.

- **Product Designer** : fashion design, sourcing and monitoring of production - Made in France
- **Digital Marketing & Communication** : website creation, social & media management
- **Business development** : partnership, events organization, sales BtoC & BtoB

CBA'a Design | Art Director

june 2006 to december 2008 - cba-design.com
Design Agency : Corporate identity & Packaging design

Education

The Family | GrowthHacking & Entrepreneurship

MBA Digital Marketing & E-business | MBAMCI
october 2014 to april 2015 - University Léonard de Vinci - Paris

Business School | Novancia
may to june 2009 - Business startup training - Paris

Ecole de Communication Visuelle | ECV
september 2002 to june 2006 - Graphic design & Art Director - Nantes

Engagement

TrendEthics | Personal Project Ethical Fashion
since september 2013 - trendethics.com

Social Business Project dedicated to weaving handicrafts to help ethnic minorities in South East Asia improve their living conditions.

- **Volunteer management** (communication, fashion design, production and sales)
- 14 months of travels to meet handicrafts, partnership and local factories
- **Production of weaving on site and production of finished products in Paris** in a workshop of reinsertion in partnership with the association : Aux Captifs la Libération