

Andrea Rojas



Personal details

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Skills

Marketing & Communications Strategy

Web Marketing

Content Marketing

International Project Management

Internal & External Communications

Graphic Design Softwares (InDesign, Canva, Davinci Resolve, Premiere Pro)

Event Management

Languages

French

Profile

- Product Marketing Manager at Worldline Global. European leader in the payments and transactional services industry and #4 player worldwide ~ Delivering the next generation of Payments Platform as a Service
- Results-oriented and multitasking professional with 8 years of cross-cultural experience in marketing management, digital marketing, customer relationship management and marketing strategy planning and execution.
- Familiar with complex and international environments
- Flexibility to communicate well with people at all levels
- Fluency in French, English and Spanish

Education

Master in Business Administration MBA

Sep 2015 - Mar 2017

INSEEC, Paris

- Specialized in Marketing and Brand Management
- Program dedicated to training in international marketing

Bachelors Degree Marketing & Communications

Sep 2011 - Sep 2015

Oxford College of Marketing, Oxford, UK

- Degree in Marketing & Communications

Employment

Product Marketing Manager (CDI)

2021 - Present

Worldline Global, Paris

PRODUCT MANAGEMENT

- Reporting to the Product Manager Lead, working closely with Product Managers to articulate the value proposition of the solution
- Coordinate with product managers, product owners, architects, technical teams and other stakeholders to collect technical documents, artefacts, information, and guidance on the solutions
- Author original getting started guides, tutorials, reference documents, use case documents, FAQ based on gathered materials
- Assure the highest quality and clarity of external writings
- Deliver product positioning and messaging tailored to valuable use cases to illustrate differentiation
- Build relationships with different internal teams in order to ensure alignment and message consistency as well as compliance with corporate communication standards
- Put in place continuous measurements and collect feedbacks to propose improvements of the product messaging
- In charge of putting in place an editorial policy for all type of content publishing
- In charge of Content Product Marketing Strategy

MARKETING MANAGEMENT

- Create the product messaging and related marketing collaterals for promoting the PPaaS solution to internal and external audiences
- In charge of creating the right assets and content including technical ones to feed different communication channels (web sites, social media, blog, documentation, video...)
- Create an impactful product storytelling for personas through positioning and audience targeting
- Implement product brand strategy in collaboration with internal

English

Spanish

Hobbies

■ Travel and Languages

Qualities

■ Organizational, Cultural and Relational ease

■ Strong Collaborative mindset

■ Great Adaptability and Autonomy

■ Strong Versatility

communication team

- Develop product collaterals such as product presentation, customer presentation, brochure to support Sales education and training
- Contribute to the execution of the product marketing plan and the Go-To-Market strategy

Global Marketing & Communications Manager (CDI)

2017 - 2019

ARKEMA, Paris, La Défense

- Responsible of the implementation of the strategic plan of each continent (Asia, USA, Europe)
- Strong collaboration with R&D, Product Management, Legal and Commerce departments
- Piloting several projects with external agencies and internal teams
- Collaborative work in an international multicultural context
- Web Marketing (website management, SEO, copywriting, Social Media, Analytics)

Product Manager Junior (internship MBA)

2016 - 2017

IDEMIA (OBERTHUR TECHNOLOGIES), Paris, La Défense

- Creation of reporting tools on all the products for the financial services department concerning the performance of each region
- Analysis of product performance data, providing indication of trends and variances over the product lifecycle
- Creation of an automated monthly reporting tool for product managers regarding performance and budget
- Event Management for new product launches

Marketing Communication Campaigns Coordinator (internship MBA)

2016 - 2016

AMADEUS, Nice, France

- Delivery of Marketing Communication campaigns and coordination of market intelligence for the successful launch of those
- Support to the design department in the design and creation of various print and web media materials
- Use of various graphic design software: Photoshop, Indesign, Canva, Davinci Resolve

Marketing & Communications Manager (CDI/Alternance)

2014 - 2015

Butler & Young, Oxford,UK

- Creation of a marketing strategy for the central region and brand management
- Customer Relationship Management of key national accounts
- Re design and architecture of Corporate website
- Developing of e-mail campaigns and follow-up
- Creation of commercial and communication documents: press releases, newsletters, e-mailings, product sheets, case studies

Senior Account Manager (CDI/Alternance)

2010 - 2013

Zeta Technologies, Oxford,UK

- Customer Relationship Management of National key accounts
- Management of a portfolio of key accounts from different industries in the country, monitoring the completion of all projects on time and within budget
- Primary point of contact for all clients, providing reports to clients on a monthly basis