



CELINE BRUDER

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MARKETING SPECIALIST

ABOUT ME

As an outdoor and sports enthusiast with a background in marketing and engineering in animal science and nutrition, I bring a personal touch to projects. Proficient in project management and campaign oversight, I excel in leading shoots and event activations, driven by innovative problem-solving and creativity.

SKILLS

Project management
Organizational spirit
Team work
Autonomy and rigor
Creativity
Initiative taking

LANGUAGE

French native
English (*professional level*)
German (*basic concepts*)

SOFTWARE

Office
Adobe (*Illustrator, Photoshop, Indesign*)
iMovie

HOBBIES

Horse riding (*competition*)
Cycling
Running (*road & trail*)
Hiking
Winter sports
Travel (*New Zealand, Australia, French Polynesia*)

WORK EXPERIENCES

SALOMON

Anney Design
Center (74)
*From April 23
CDD*

Marketing Specialist Running

- Marketing management for Running (Road & Trail Running): Develop seasonal omnichannel toolboxes, organize photo shoots, and maximize 360° integration by coordinating expert executions (*retail, digital, ecommerce, social media, and press releases*)
- Maximize brand awareness on events (UTMB, Maxi-Race, Grand Trail Serre-Ponçon): create and set-up booth according seasonal stories, define and execute consumer activations

SALOMON

Anney Design
Center (74)
*Oct 2022 - March 2023
Internship*

Product Line Manager Assistant - Trail Running Footwear

- Analyse sales and consumer feedbacks to optimise the offer, organisation of workshops and focus group
- Create and analyze product testing surveys, achieve market studies and internal newsletters

AUDEVARD

Clichy (92)
*March 2021 - Sept 2022
CDI*

Innovation Projet Manager

- Achieve market studies, source ingredients (raw material) and eco-packagings
- Ensure relations with suppliers and partners, coordination between departments, compliance of plannings and deadlines

FRANCE ETALONS

Grandpre (08)
*Sept 2019 - Sept 2020
Apprenticeship*

Project Leader

Complete a study on stallion fertility (statistical analysis, dissertation), assist project manager

PREVIOUS

Before Sept 2019

Equine Lab Research Intern (MASSEY UNIVERSITY, New Zealand, 6 months)
Vendor (DECATHLON, Vendenheim, 2 months).

EDUCATION

Marketing specialist formation

ENACO, 2022

Agricultural engineer (agronomist), specialised animal health and nutrition

AGROSUP DIJON (now L'Institut Agro), 2015 - 2020