



Steve DESSALLES 23 ans
Master Chef de Produit et Études Marketing
(Disponibilité : janvier 2016)

CONTACTS

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Titulaire Permis B
Véhiculé

LANGUES



Professionnel
(TOEIC 830)



Bonnes notions

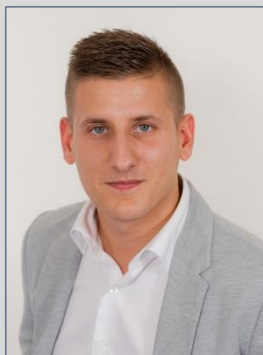
ATOUTS PERSONNELS

DYNAMISME
RIGUEUR
ORGANISATION
ANALYSE
FLEXIBILITÉ

DIVERS



FOOTB(NA)3LL



Steve DESSALLES 23 Years Old
degree in Marketing
(Available from January, 2016)

WORK EXPERIENCE

Product Manager Assistant SUV & Compact

July - December, 2015 (6 months) : **NISSAN France** Voisins-le-Bretonneux

- Competitive Intelligence (Competitive offers, price and new product launch reports)
- Product informations management (Technical data sheets, brochures, website)
- Development of a competitive intelligence tool (Range, price, sales mix)
- Product performance reporting (offers and customer orders tracking)
- Sales promotion (Special versions and offers, new range launch)



Consulting Assignment Brand Image Impact on Emotions & Valuation

January - June, 2015 (6 months) : **RENAULT Group** University Study

Submitted to the **EMAC Conference** May 2016 (Oslo)

- In charge of a field survey (face-to-face interviews of 180 respondents)
- Field methodology selection and implementation (sampling)
- Statistical analysis (made on SAS Entreprise Guide)
- Strategic recommendations regarding brand image of Renault



Researcher in Operational Marketing Studies (In apprenticeships)

2013 - 2014 (1 year) : **Orange Business Services - Agence Entreprises Paris**

Project Manager of an assisting tool for commercial appointments
(1st Price of french employees, 2014 - Jury held in November, 2014)

- In charge of products performance reviews
- Customer profil and targeting studies for new products launch
- Management of clients sectoral brochures



Marketing Database Expert (In apprenticeships)

2012 - 2013 (1 year) : **EDF Marketing Direction - La Défense**

- Customer analysis and assignment for new market segmentation
- Management of operational performance plan for the following fiscal year
- Supervision of collectives actions (SAP Business Objects requests)
- Internal and external Marketing studies



Sales Assistant / Salesman (In apprenticeships)

2010 - 2012 (2 years) : **EDF Entreprises - La Défense**

- In charge of conquest and customer loyalty for gas and electricity agreements
- Customer profiling and targeting for collective actions
- Pricing and commercial gesture for service agreements



EDUCATION

2014 - 2015 : Paris DAUPHINE University
 degree, 2nd year, **Product Management / Marketing Research**

2013 - 2014 : Paris DAUPHINE University (Apprenticeships)
 degree, 1st year, **Marketing and Strategy**



2012 - 2013 : Paris DAUPHINE University (Apprenticeships)
 Degree in **Management**

2010 - 2012 : Paris DESCARTES University (Apprenticeships)
Two-year university degree in Marketing Techniques



CONTACTS

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Driving Licence

LANGUAGES

Professional
 (TOEIC 830)

Good notions

INFORMATICS

SKILLS

Office Complete

JATO JATO NET
 Excel add-on

mTAB Requests for
 NCBS 2015

SAP Customer
 Profiling

sas Statistical
 Analysis

PERSONAL SKILLS

DYNAMISM

RIGOUR

ORGANIZATION

ANALYSIS

FLEXIBILITY

INTERESTS

FOOTBALL
 (2h / week)

VIDEO GAMES
 Conducting a study
 on violence

REFERENCES

Available upon request