

# Chloé O'HANA

Nationalité: française

Née le 7 septembre 1991 (23 ans)

[chloeohana@yahoo.fr](mailto:chloeohana@yahoo.fr)



## Admission Master 204

### FORMATION

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2014-2015 Université Paris Dauphine (accréditée EQUIS), Master 2 Marketing 204

# Chloé O'HANA

French

Born on September 7th 1991 (23 yo)  
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## Admission Master 204

### EDUCATION

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**2014-2015 University Paris Dauphine (EQUIS accredited) Master's degree (2<sup>nd</sup> year) Marketing 204**  
**2012-2013 University Paris Dauphine Master's degree (1<sup>st</sup> year) Marketing and Strategy, with honors**  
**2011-2012 University Paris Dauphine, Bachelor's degree in Management**  
**2009-2011 University Paris II Panthéon-Assas, DEUG in Economics, with honors**  
**2009 Janson de Sailly High School, Scientific Baccalaureate, with honors**

### WORK EXPERIENCE

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**(May 2013-May 2014): Marketing research analyst assistant, Coca Cola Entreprise, Paris**



- Creation and updates of dashboards and reports for the operational marketing teams
- Realization of performances' monthly analyses and summarizing the results to make the information operational
- Relay and reliability of the information to the internal interlocutors
- Specific analyses on CCE's brands and its competitors, their performances in retailers of the home channel
- Contribution to improving the relationship between CCE and retail and consumer panels

**(June-September 2012): Junior Martini product manager, BACARDI MARTINI, Barcelona Spain**



- Management of Martini's analyses via Nielsen compared to the year 2011 and market researches
- Head of the Brand Ambassador Martini project (considering clients' venues, reviewing the presentation, contacting advertising agencies, ordering kits)
- Management of the book's launch on the history of the Martini brand

**(July-August 2011) : Assistant buyer Food and beverages, Club Olivia Valere, Marbella, Spain**

- Management of orders and invoices for the club's alcohol and the restaurant's food
- Organization of the orders' reception

### SKILLS

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#### Languages

**English:** Bilingual. TOEIC: 985/990, double nationality: Fench-American

**Spanish:** professional working proficiency

**IT Skills:** Office pack, Retail panel: Nielsen (Nitro, Citrix) and Consumer panel: Kantar (WPO, Bristol), SPSS

### OTHERS

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**Sports:** Tennis (member of the TENNIS Club Action Paris for 5 years), ski (competition), swimming

**Travels:** USA, Spain, UK, Portugal, Dominican Republic, Switzerland.

**Interests:** Cinema, concerts, piano (5 years), ballets.