

Kathleen Fortin

Marketing and E-commerce

Paris, France

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Languages

Spanish

English

Dutch

French

About

Passionate and creative marketer skilled at creating engaging and impactful customer journeys. Avid problem-solver and positive team player.

BRANDS WORKED WITH

Bell Média - Crave

Byredo Puig

Mty Group - Thai Express

Experience

● International CRM Assistant - Internship

Byredo Puig | Jul 2022 - Now

Defined & built CRM activations in coordination with markets (Japan, Europe, US) and brand teams. Conducted an audit of the marketing triggers, presented strategic recommendations to key stakeholders; and led the redesign of the marketing triggers accordingly. Supported the launch of Line in Japan.

● CRM Specialist - Direct-to-Consumer

Bell Média - Crave | Jan 2019 - Jan 2021

Managed engagement marketing campaigns end-to-end for Crave (video streaming service) including onboarding and retention campaigns to a database of over one million. Performed analysis on campaign performance results, highlighting success, trends and new opportunities to present to internal stakeholders. Spearheaded the implementation of CRM activities in French for the launch of Crave as a bilingual product.

● Marketing Coordinator

Mty Group - Thai Express | Jan 2018 - Jan 2019

Drove the development of franchisees marketing by negotiating contracts and implementing marketing plans in line with brand objectives. Crafted and launched local marketing campaigns using social media, email marketing, direct mail, TV, billboard advertising, events, etc.

Education & Training

2022 - 2022

● Domus Academy

Master, Master of Management

2021 - 2022

● Antwerp Management School

Master, Master of International Studies

2018 - 2019

● HEC Montréal

Certificate, Certificate in Marketing Management

2012 - 2016

● Western University

Bachelor of Science, Bachelor of Science