



# Oksana Savchuk

Persuasive account manager, professional effective at multi-tasking, goal-oriented and reaching sales objectives.

Paris, France

[Portfolio link](#)

[Portfolio file](#)

[View profile on Dweet](#)

## Links

[LinkedIn](#)

## Languages

English (Fluent)

Russian (Native)

Ukrainian (Native)

## About

### BRANDS WORKED WITH

Bastille Day Paris

Centre Clauderer

## Experience



### ● Mission Chef de projet e-commerce

Bastille Day Paris | Sep 2021 - Mar 2022

Digital Marketing strategy definition based on the Project Management Concept (e commerce, ready to wear brand) Benchmark and competitive analysis

- SEO, SEA, UX, auditing , optimisation optimising customer traffic pattern and indexation

- Social Media (SMO&SMA: editorial calendar, targeting and paid ads on FB and IG), Influence marketing

- Content strategy according to personas: editorial themes, semantic research, keywords

- E mailing: loyalty, acquisition, storyboard

- Research and selection of service providers, partnerships

- Recommendations, analysis of performance indicators



### ● Account Sales Manager

Centre Clauderer | Jan 2013 - Feb 2021

Hair Diagnosis and Cosmetics, marketing of products and personalized care, business development

- Management of customer portfolio, developing of a customer loyalty

- Customer relationship in all stages of the sales cycle

- Sales support, after sales service, litigation management

- Direct marketing: face to face, phone sales, e mailing

- Training and operational management of employees

- Promotion of products and services, implementation of sales tools via CRM webdiagnosis , intermediate and final follow up)

- Developing and adapting of print and digital marketing tools

- Implementation of the commercial strategy

Results : Management of a customer portfolio of 2500clients/year,

### ● Sales and administrative Manger

| May 2008 - Jan 2013

Management of a ready  
to wear purchasing office, selling on the  
export market, B to B

- 
- Management of international customers (EU, Eastern Europe, Africa,)
- 
- Sales administration (orders, logistics, invoicing, after sales service)
- 
- Export sales procedures monitoring (experience with drafts,  
documentary credits)
- 
- Supplier relations (prospecting, purchase follow  
up, and payment and  
control, offer analysis)
- 
- Control of the invoicing chain, contribution to the monthly closing of  
accounts
- 
- Interface with external services (banks, legal, accounting firm,  
administrations)