



Mathilde Guitel

Master's Degree in Strategy & Digital Transformation | Former Talent Acquisition - Business Dev. B2B in SEO solutions

📍 St. Petersburg, FL, USA

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Languages

Italian (Basic)

Spanish (Basic)

French (Native)

English (Fluent)

About

Dynamic and results-oriented marketing professional with a robust academic background and hands-on experience in digital marketing, business development, B2B relations and talent acquisition. During my Master's Degree, I led an impactful project focusing on digital transformation, e-commerce development, and comprehensive marketing strategies. Skilled in SEO optimization, content creation, ads campaigns and analytics, I have successfully implemented campaigns that enhance brand visibility and drive ROI. Proficient in utilizing a diverse tech stack including Google Ads, Google Analytics, SEMrush, Wordpress, Canva, Figma and Adobe Suite. Proven ability to manage multiple projects, collaborate cross-functionally, and deliver measurable results. Fluent in French and English, with a strong commitment to continuous learning and professional growth.

BRANDS WORKED WITH

Nespresso Nestlé

WIZBII

WEB2M Agency (SEE U BETTER)

Experience



● Talent Acquisition Junior

WIZBII | Sep 2021 - Jul 2022

Tech Stack : macOS, iOS, Excel, Google Sheets, Canva, Slack, Zoom, Indeed, Monster, APEC, FranceTravail, LinkedIn Recruiter

- Consistently secured 20-25 candidates per career event, boosting talent pipeline and recruitment efforts
- Utilized advanced search techniques on job boards and social platforms to identify qualified candidates.
- Implemented new phone-screening techniques, improving candidate quality for our client's career events.
- Streamlined job listing management across multiple platforms, reducing time spent and increasing productivity for the team.
- Enhanced talent sourcing processes and interview narratives, resulting in 10% increase in successful placements and improved team performance.
- Consistently achieved weekly, monthly, and quarterly objectives, resulting in commissions, showcasing strong performance in talent acquisition

● Business Developer B2B

WEB2M Agency (SEE U BETTER) | Mar 2021 - May 2021

Tech Stack : macOS, iOS, Excel, Google Sheets, SEMrush, Google Search Console

- Increased client base by identifying new client opportunities and presenting tailored SEO solutions, resulting in enhanced online visibility and SERP rankings.
- Performed in-depth keyword research with SEMRush to assess SEO optimization potential on prospects' websites.
- Initiated meetings with potential clients with the agency lead by effectively showcasing the benefits of SEO services.
- Analyzed competitors' SEO tactics to inform audit and collaborated in delivering comprehensive SEO performance reviews and strategies during client meetings.

● Coffee Specialist

Nespresso Nestlé | Jan 2020 - Aug 2020

- Served as a brand ambassador for Nespresso, welcoming and guiding premium coffee enthusiasts.
- Developed and maintained comprehensive expertise in Nespresso's entire product range, including coffee origins, flavor profiles, and industry trends.
- Provided personalized coffee and machine recommendations based on individual customer preferences and needs

- Conducted engaging coffee tastings and demonstrations, educating customers about unique flavor profiles and creating elevated coffee experiences. (Barista Nespresso bar)
- Drove sales across all Nespresso product lines while maintaining the brand's premium image.
- Offered technical assistance for Nespresso machines and resolved customer inquiries.
- Consistently stayed informed about Nespresso news, products, services, and procedures.
- Maintained rigorous food safety and hygiene standards, ensuring proper cleaning of equipment and work areas, and adhering to strict personal hygiene practices

Education & Training

- 2022 - 2024 ● **F2i Institute Paris (Completed Remotely)**
Master's Degree, Expert in Strategy and Digital Transformation
- 2018 - 2021 ● **Grenoble-Alpes University**
Bachelor of Economics, Economics & Management - Entrepreneurship & Accounting (Majors)
- 2013 - 2018 ● **Lycée ITEC Boisfleury**
High School Diploma, Economic & Social Sciences - Mathematics (Specialization)