



# Daniel de Rossi

Digital Marketing and Customer Experience specialist

Paris, France

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## Links

[LinkedIn](#)

## Languages

Armenian (Native)

English (Native)

French (Fluent)

Russian (Native)

Spanish (Basic)

## About

Marketing specialist with a passion for crafting exceptional brand experiences. With a deep understanding of the luxury market, I specialize in creating bespoke strategies that captivate discerning audiences and drive brand excellence.

With a strong foundation in marketing strategies and a deep appreciation for aesthetics, I bring a fresh perspective to the world of luxury. I stay updated on the latest trends and developments in the industry, continuously seeking opportunities to refine my skills and expand my knowledge.

#LuxuryMarketing #BrandElevation #PassionateProfessional

### BRANDS WORKED WITH

EasyConseils

Hosteeva

Lions Clubs International

M102 Studio

Mairie du Cannel

Marcy Paris

MFUND

PomaBrush

TIMELESS LLC

## Experience

### Digital Marketing Specialist

M102 Studio | Sep 2022 -

- Development and management of the community management strategy
- Management of website development, UI/UX
- Creation of marketing content (newsletters, blogs, social media, commercial materials)
- Implementation of direct marketing campaigns (photo/video shootings, digital promotions, organization of client gifts, etc.)



### Digital Marketing Assistant

Marcy Paris | Apr 2022 - Aug 2022

- Development and implementation of digital communication strategy
- Full management of the organization and participation in the EquipHotel 2022 trade show
- Management of the website redesign project, in-depth research on UX/UI

### Customer Experience Manager

PomaBrush | Jan 2021 -

- Management and development of the customer support system via Zendesk
- Monitoring of relationships with existing customers and optimization of their experience
- Management of the CRM connected to social networks
- Creation and update of the customer experience manual
- Presentation of reports on sales and customer satisfaction



### Reservations Specialist

Hosteeva | Jun 2019 - Nov 2020

- Management of the reservation process
- Management of communication with customers
- Collaboration with partners such as Booking.com, Airbnb, Expedia, Flipkey, VRBO to optimize the distribution of reservations
- Supervision of the availability and quality of properties

### Sales Consultant

TIMELESS LLC | Nov 2017 - Feb 2019

- Consultation and sale of products adapted to the needs of the customers
- Merchandising of mid-range and high-end brands
- Inventory audit



- **Assistant Project Coordinator**

Lions Clubs International | Jun 2017 - Jul 2017

- Accompaniment and support of students
- Organization and management of conferences
- Organization and management of team building activities

- **Project Manager**

MFUND | Jan 2017 - Mar 2017

- Observation of the sector of activity
- Assistance during the buying process of a new company
- HR filtration of the new company
- Preparation of attestations
- Internship report

- **Health Insurance Agent**

EasyConseils | Dec 2015 - Nov 2016

- Managing outbound calls to Switzerland and France
- Identifying customer needs, answering questions and providing solutions/alternatives to issues
- Establishing partnerships with insurance brokers

- **Employees' Development & Training Manager in HR**

Mairie du Cannel | Jul 2015 - Aug 2015

- Analysis of training demands of the City Hall employees and the heads of the department

## Education & Training

2022 - 2023 ● **iaelyon School of Management**

Master's degree,

2021 - 2022 ● **iaelyon School of Management**

Master's degree,

2013 - 2017 ● **French University of Armenia**

Bachelor's degree,