

EMELINE PICARD

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Brussels, Belgium

ABOUT ME

Enthusiast and ambitious Consultant @CreamConsulting, just finishing a mission as **Expert Trainer** Salesforce & Business Analyst @Worldline • Looking for a challenging adventure to develop my skills in **UX design**

SKILLS

Office Suite Articulate HTML, CSS, JS Miro
Salesforce Camtasia Adobe iD, Ai, xD Figma

CERTIFICATION

Professional Diploma in UX Design • UX Design Institute 2024
Front-End Developer • SheCodes 2022
UI / UX Design (CALARTS) • Coursera 2021
Google Analytics Certification 2020

LANGUAGES

French Native
English Proficient
Spanish Proficient
Dutch Basic

HOBBIES

Latin dances • Surf
Painting • Travel

EXPERIENCE

- 2022-...** **EXPERT TRAINER & BUSINESS ANALYST @Worldline - CONSULTANT @Cream** English
Brussels, BE French multinational payment and transactional services company
• Created and delivered SF training to 30+ teams in Customer Service employees and managers
• Conducted testing (UAT), demo's and comprehensive requirement-gathering sessions
• Collaborated with cross-functional teams create and develop functionalities on SF Sandboxes
- 2019-2022** **ACCOUNT MANAGER @Gammed! Benelux** French
Brussels, BE Advertising agency part of TF1 Group, programmatic advertising specialist
• Managed 20+ clients while delivering tailor-made campaigns
• Collected and analyzed data from the campaigns to present relevant results and trends
• Collaborated with internal departments to successfully plan, set up, launch, and run 80+ campaigns
- 2018-2019** **INTERN - MARKETING DIGITAL & WEB DESIGN @Beta Formación** Spanish
Torrent, ES Academy offering courses for "Oposiciones", professional certificates and subsidized courses
• Designed online and offline advertising layouts
• Created content for social media, newsletters, and blog posts
• Updated and managed the website
- 2018-2019** **VOLUNTEER IN MARKETING @Pielsen Colombia & María Goretti** Spanish
Cali, CO Volunteering internships with AIESEC and Colombian foundations in Cali
• Harmonized the brand image and visual identity
• Managed social media and website content

Before graduation

- 2018-2018** **ART DIRECTOR @Grafisk NHHS** English
Bergen, NO Student association in charge of graphic creations and school's newspaper at NHH
• Coordinated and designed the 2018-Q2 editions of K7bulletin newspaper and magazine (on & offline)
• Created various designs from online banners to paper booklet and bus decorating foils
- 2017-2017** **VOLUNTEER ORGANIZER** English @TEDxBergen
Bergen, NO
- 2016-2017** **TALENT MANAGEMENT** French @AIESEC LOUVAIN-LA-NEUVE
LLN, BE

EDUCATION

MASTER THESIS : "Racial Discrimination in the Sharing Economy. Evidence from Online Experiments"
A concrete case on Airbnb - Paper part of the Center for Service Innovations (CSI) by NHH *Magna Cum Laude*

- 2016-2018** **MASTER IN ECONOMICS AND BUSINESS ADMINISTRATION @NNH** English
Bergen, NO Norwegian School of Economics (NHH); Bergen, Norway
- 2016-2018** **MASTER IN MANAGEMENT @LSM** French/English
LLN, BE Louvain School of Management (LSM), Louvain-La-Neuve, Belgium
- 2013-2016** **BACHELOR IN HUMAN AND SOCIAL SCIENCES @UCL** French
LLN, BE Université Catholique de Louvain (UCL); Louvain-La-Neuve, Belgium