

Alicia K/bidi

Experience



Innovation Research Fellow

Sapienza Università di Roma

Mar 2020 - Present (1 year 1 month +)

Digital & Innovation Research as part of the IT department of la Sapienza:

- Collaboration with the IT department's researchers in order to assess the business potential and the feasibility of their ideas
- Competitive, legal and technological watch on digital trends including blockchain, cryptocurrencies, cyber-security and artificial intelligence
- Organisation of seminars and brainstorming on new business creation
- Redaction of a comprehensive document comparing potentially disruptive technologies and selection of a main topic of research
- Participation in the Telsy Challenge and winner of the 3rd prize. Collaboration with Telsy on a pilot of the product "Autentica" on the smartphone of their employees
- Creation of a business plan for a start-up based on machine learning, algorithms and cryptocurrencies, including detailed competitive analysis and evaluation of customers' needs



Assassin's Creed Brand Manager Assistant - Video Games

Ubisoft

Jan 2018 - Jun 2018 (6 months)

Participation in the launch of Assassin's Creed Odyssey as part of the headquarters' team, definition of the marketing mix:

- Participation in the definition of the marketing strategy
- Post-launch analysis of Assassin's Creed Origins DLC
- Brief & follow-up of creative agencies for communication assets
- Creation of emailing campaigns and other communication assets
- Game presentation, creation of sales pitches
- Coordination with other headquarter's team (Social Media, Web production, Trade Marketing, Sales...)
- Coordination with regional EMEA subsidiaries (European, Asian and Middle-East)
- Coordination with the Montreal studio

Internship



Project Manager Assistant - Retail Banking

BNP Paribas

Oct 2015 - Sep 2017 (2 years)

Various missions as part of a cross-functional department (PACE) in charge of the digital transformation of European subsidiaries:

- Competition and technological watch
- Newsletters creation
- Analysis of the evolution of the Business Model of five European companies

- Market studies
- Community Management
- Analysis of the Consumer Technographics database
- Ideation, brainstorming and Business plan

Apprenticeship



Event Communication Officer Assistant - Insurance

BNP Paribas Cardiff

Apr 2014 - Sep 2014 (6 months)

Follow-up on three major events: internal Annual Seminar, external Annual Seminar (Symposium) and Roland Garros, gathering partners from Asia, Latin America and Europe:

- Analysis of clients' needs
- Search of venues and animations
- Advice to clients
- Coordination of logistics • Respect of the visual identity
- Goodies selection.

Internship



Promoter and Event Coordinator

128BPM

Feb 2013 - Jul 2013 (6 months)

Organisation and launch of several events of which one boat party on Queen's Day :

- Treasurer and budget manager
- Promotion, tickets pre-sale and sale (~300)
- Supplier relationship management : selection, negotiation, logistics
- Client relationship management: information, interactions (emails and social networks)feedback management

Part-time long-term contract

Education



ESSEC Business School

Master of Science (M.Sc.), Marketing

2014 - 2018

Generalist training with a focus on marketing and innovation :

- Digital Disruption Chair
- 6 months exchange in Singapore
- As ESSEC BDJ's treasurer: organisation of a recruitment fair with ESSEC's administration,organisation of internal and external events for students



Université Paris Nanterre

Master's degree, Business Administration and Management, General

2013 - 2014

Generalist Master's degree "Business and Management" taught entirely in English • Achieved with distinction



Vrije Universiteit Amsterdam (VU Amsterdam)

Erasmus - Exchange program , Economic and social administration 2011 -

2013



Université Paris Nanterre

Bachelor's degree, Management and Social sciences 2010 -

2013

Licenses & Certifications



C2I

Skills

Teamwork • English • French • Events Organisation • International Marketing • Marketing Strategy
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Digital Marketing • Intercultural Communication • Presentations • Customer Service