

ALICIA K/BIDI

- MSC IN MANAGEMENT
- DIGITAL DISRUPTION SPECIALIZATION

I have specialized in marketing and innovation while working for the research & innovation department of BNP Paribas. I am always looking for new challenges, first at Ubisoft where I have learned how to apply my competences to a new sector and now in Italy where I plan on pursuing my career

TITLES & HONORS

→ Grant on merit for the three best students of the Bachelors' degrees of Economics and Law

→ Specialization in Digital Disruption

→ Active member of equal opportunities associations: CAP ESSEC and Article 1. Mentorship and coaching of students from underprivileged backgrounds

SKILLS & ABILITIES

→ French: mothertongue

→ English: full working proficiency (TOEIC: 975)

→ Italian: intermediary/advanced

→ Microsoft PowerPoint, Excel, Word: advanced

→ Adobe Photoshop: intermediary

→ Consumer data management platforms (Gartner, Forrester etc.) : advanced

PROFESSIONAL EXPERIENCE

RESEARCH AND INNOVATION DEPARTMENT - PROJECT MANAGER ASSISTANT, BNP PARIBAS, PARIS | 2015-17

(2 years, apprenticeship, banking sector) Various missions as part of a research and innovation department (PACE) in charge of the digital transformation of five European subsidiaries:

- Competitive, legal and technological watch on digital banking trends: blockchain, electronic signature, chatbots, IoT, artificial intelligence, "Banking as a service", customer experience trends, GDPR etc.
- Creation of internal newsletters on business trends
- Creation of a 2016 trends booklet for the top management of PACE
- Analysis and market studies on digital transformation and diversification of services, in collaboration with external consultants
- Analysis and recommendations based on the Consumer Technographics database (Forrester) to define a new segmentation of Hello Bank!'s clients
- Project Management: creation of a service platform, definition of the "customer promise" and development of a community of mystery shoppers
- Brainstorming, customer journey mapping and Business plans

PRODUCT MANAGER ASSISTANT, UBISOFT, PARIS | 2018

(6 months, internship, video games' industry) Participation in the launch of Assassin's Creed Odyssey as part of the headquarters' team:

- Post-launch analysis of Assassin's Creed Origins' DLC: strategic and operational recommendations
- Definition of the Marketing strategy, preparation of game presentations and sales pitches
- Preparation of game presentations and sales pitches for subsidiaries, commercial partners and internal and external events
- Brief & follow-up of creative agencies for communication assets
- Creation of emailing campaigns and other communication assets
- Coordination with other headquarters' teams (Social Media, Web production, Trade Marketing, Sales...), regional EMEA subsidiaries (European, Asian and Middle East) and the Montreal studio

EDUCATION

MASTER OF SCIENCE IN MANAGEMENT

(2014-2018) ESSEC Business School - Digital Disruption Chair - 6 months of exchange in Singapore - Obtained with distinction, 15.6/20 (Italian equivalent: 29-30/30)

MASTER'S DEGREE IN BUSINESS AND MANAGEMENT

(2013-2014) Université Paris Nanterre - Entirely in English - Obtained with distinction, 15/20 (Italian equivalent: 29-30/30)

BACHELOR'S DEGREE IN ECONOMIC AND SOCIAL ADMINISTRATION

(2010-2013) Université Paris Nanterre - 1 year exchange (Erasmus) with Vrije Universiteit Amsterdam - Obtained with distinction, 15/20 (Italian equivalent: 29-30/30)