



Syrine Burget

Graduation Internship from July 1st to December 31st 2021

PROFESSIONAL EXPERIENCES

- **Operation and Insights Intern**
Facebook - Global Luxury Team, Paris
September 2019- April 2020
-Analysis and Development of the Global Strategy of Luxury Businesses
-Data Analysis
-Operational Management of Projects and Events
-Guidance of Clients on the use of FB and IG ads
-Monitoring of the Main Partner and Newsletter
- **Digital Marketing Assitant**
GMA - Digital Strategy Agency, Shanghai
January- July 2019
-Content Marketing : Articles / White Book
-Promotion: PR, BR, SEO & Community Management
-Pitch & Strategy
-Project Coordination
- **Digital Project Manager Assistant**
WOÔ - Digital Strategy Agency, Paris
May - July 2017
-Recruitment and contact of influencers
-Campaigns operational and logistical follow-up
-Campaign data report

EDUCATION

- **MASTER OF SCIENCE • Digital Media & Marketing - ESCP**
Madrid, Spain - Berlin , Germany | 2020 - 2021
One year on the Madrid Campus, and one month in Berlin for the Big Data & Analytics specialisation
- **DOUBLE CERTIFICATION- Fudan University**
Shanghai, China | 2017 - 2019
With Jury's Congratulations, School of Economics
- **MBA DEGREE - ICD International Business School**
Paris, France | 2015 - 2020
4 years within the Sino-French Program
- **SCIENTIFIC BACCALAUREATE**
Paris, France | 2015
With Honors - Lycée Lamartine

CONTACTS

- ✉ syrine.burget@edu.escp.eu
- 📍 Madrid, Spain
- ☎ +33 6 23 06 55 97
- 🌀 live:syrineburget

EXPERIENCES ABROAD

- **Academic Month: Big Data & Analysis Specialisation, ESCP Berlin Campus**
May 2021
- **Academic Semester, American College of Dublin**
January - May 2016
- **Professional Seminar in Tokyo, Japan**
Septembre 2015
Courses, Conferences, Japanese Culture

LANGUAGE

- 🇫🇷 Mother Tongue
- 🇨🇳 Intermediate HSK4
- 🇬🇧 Fluent (TOEFL 102)
- 🇪🇸 Notions

IT

- Facebook Solutions (Ads Manager & Business Manager)
- Pack Office (PowerPoint, Excel)
- MailChimp, SplashThat
- Adobe (Illustrator, InDesign)
- SAP (CRM Software)

HOBBIES

- 🌍 TRAVEL
(Asia in particular)
- 📷 PHOTO, VIDEO, MONTAGE
- ✍ WRITING
(Articles, Travel Report)