

Adrien HOURI

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I am a proactive team-player, with a major interest in Marketing and digital contents, that is looking for an internship starting from January 2021.

Education

ESCP Europe –MSc in Management, Cycle Grande Ecole.

Core Courses: Economics, Organization Management, Marketing, Finance, Data-driven Marketing,

Paris, France / Berlin, Germany

September 2019 - Present

Bocconi University – BSc International Economics and Management

Core courses: Statistics, Mathematics, Marketing, CSR

Milan, Italy

September 2016 - July 2019

Thesis: The impact of the departure of an employee on the leaver and the stayers

I helped my Technology and Innovation teacher draft a paper on the so-called “boomerang effect” by making a parallel between businesses departures and NBA transfers. As they are mediatized, I could perform a deep research work allowing me to analyze the effects on leavers and stayers of different changes that can occur in a company. Referent: Thorsten Grohsjean.

Lycée Jean-Baptiste Say – Economic and Social Baccalauréat

Mention “Très Bien” (with honors)

Paris, France

September 2013 - June 2016

Work Experience

L’Oréal France - Media Director Assistant

Paris, France

June 2017

- Participated in the creation of learning program with the Director of Influencers for an event of the brand Shu Uemura. The goal was to show the importance of social media in high-end hairdressers’ business.
- Reporting and analysis of day to day performance of advertising campaigns.
- Attended and helped in the organization of an event between L’Oréal and Publicis, regarding programmatic advertising.

L’Oréal International – Global Campaign & Content for L’Oréal Men Expert

Clichy, France

September – December 2020

- Assist on brief International Media Campaign Men Expert EU & China (asset list, scripts, digital assets)
- Coordination of production of content such as social and digital shooting (creative brief, debrief on retouches...)
- Worked with the e-commerce team to develop content for each product launch and follow-up on updated products
- Overview of the competitive media landscape and participation in the brainstorming for future media campaigns
- Product launch book deck preparation

Languages and IT Skills

■ Language skills:

French: Mother tongue

English: Fluent (C1: IELTS, 7.0 overall score, and studied in English since 2016)

Italian: Advanced, lived 3 years in Italy

Spanish: Basic knowledge

■ IT skills:

Advanced knowledge of *Microsoft Word, Excel* and *PowerPoint*. European Computer Driving License (ECDL) attests of the good usage of the Pack office (September 2017)

Extra-Curricular Activities & Interests

- **Basketball player:** Played for 7 years (2 years at a regional level), it enhanced my team spirit and leadership skills.
- **B.Wine association:** I have been a member of the Bocconi university’s oenology association, organizing regular events of wine tasting and visits of wine caves in Italy.

