

SIMRAN BHAVSAR

MARKETING & E COMMERCE SPECIALIST

3+ years' experience in B2B SaaS and tech marketing, skilled in content strategy, campaign execution, and lead generation.

Actively seeking a **full-time (CDI) role and open to relocation**.

WORK EXPERIENCE

Digital Marketing & E commerce Specialist

Nice, France

Digiotouch | June 2023 - Mar 2025

- Social Media: Boosted LinkedIn engagement by 35% through strategic content planning.
- AI Product Launches: Led EU rollouts with webinars, press, and social media, doubled engagement.
- Website & SEO: Improved site content and SEO, increasing organic traffic by 40%.
- Email Marketing: Ran email campaigns with 25% higher opens, 30% more clicks.
- Reporting: Delivered insights that lifted campaign ROI by 15%.

Junior Marketing Specialist

Cannes, France

Riviera Secrets | May 2022 - May 2023

- Website & SEO: Built and optimized the villa rental website, enhancing search visibility and user experience.
- Social Media: Managed Instagram and Facebook, aligning content with luxury brand aesthetics.
- Content Creation: Produced short-form videos and visuals to showcase listings and lifestyle.
- Branding: Developed a cohesive digital brand identity to attract high-end clientele.

Assistant CRM Manager

Mumbai, India

WedAbout | Jan 2021 - July 2021

- CRM & Email Marketing: Managed audience segmentation and created automated email journeys.
- Cross-Functional Collaboration: Worked with sales and creative teams to align messaging across touchpoints.

Social Media Marketer

Mumbai, India

DoubleThink Media | June 2019 - Feb 2020

- Social Media Content: Created and edited posts that boosted engagement by 40%.
- Content Research: Tailored messaging based on audience trends and insights.
- Campaign Support: Assisted in planning and executing social media marketing campaigns.

EDUCATION

MSC DIGITAL MARKETING

2021-2023

Skema Business School, France

BA JOURNALISM & COMMUNICATION

2017-2020

Amity University, India

PROJECT

Nice, France

- ISSSA | PROJECT MANAGER - Market Research & Strategy: Led market research and SWOT analysis to inform SaaS go-to-market strategy.
- Content Development & Reporting: Created brand messaging, website content, and presented insights to founders to refine marketing approach.



CONTACT

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SKILLS

LANGUAGES

- French: Intermediate (B2)
- English: Bilingual
- Hindi, Marathi: Native
- German, Mandarin: Beginner (A1)

TECHNICAL TOOLS

CMS:

- WordPress & Wix

CRM:

- HubSpot
- Mailchimp

Marketing & Analytics:

- Google Analytics 4
- Meta Ads (Facebook Ads)

SEO:

- SEMrush
- Google Search Console (GSC)

Design & Content Creation:

- Canva
- Adobe Photoshop & InDesign (basic)

Project & Collaboration:

- Notion
- Trello
- Slack
- Microsoft Teams

CERTIFICATION

- AgilePM® Foundation
- Google Analytics
- Google Ads Search Certification
- Introduction to CRM with HubSpot
- Lead generation with HubSpot