

Marie Ballivet

Strong of 3 years of experience in Market Research, Business Strategy & Data Analysis in the FMCG sector, where I helped guide strategic decisions based on Consumer Research & Data Analysis, I made the transition to UX/UI Design to further develop my research skills and give room to my creativity.

email: hello@marieballivet.com
availability: immediate

EXPERIENCE

Regional Revenue Growth Analyst (Temporary Contract)

Danone | Hoofddorp, The Netherlands | May – Nov. 2020

- Managed the on-boarding of 5+ European countries in the Revenue Growth methodology and way of working.
- Collaborated closely with key stakeholders (VP Sales, VP Finance, PRGM Managers) at local and global levels to provoke and challenge quality of work.
- Built & developed market capability in 5+ countries (assessment roadmap, training courses).

Global Digital & Consumer Insights Analyst

Unilever | Rotterdam, The Netherlands | Jan. 2018 – Apr. 2020

- Led the meta-analysis for Unilever Europe's strategy (quantitative & qualitative data analysis from 5+ data sources across 10+ countries).
- Analysed consumer behaviours and digital trends on Brandwatch with Social & Search data to evaluate business opportunities.
- Directed external agencies' resources & developed close relationships that ensured OTIF delivery of 20+ projects at European and Global level.

Consumer Research Assistant

Unilever | Rueil-Malmaison, France | Jul. 2017 – Dec. 2017

- Led a consumer research study with a €10k budget to identify consumer behaviour & sales impact of bottle change on one of Unilever France's iconic product.
- Recruited 20+ consumers for one-to-one interviews to perform concept & product tests on iconic Unilever brands (Dove, Elephant & Amora).
- Delivered 10+ qualitative & quantitative market research studies, for different brands with diverse problematics, consumer audiences and profiles.

Data Analyst

Nielsen | Cergy, France | Jan. 2017 – Jun. 2017

- Analysed sales & market data to deliver 15+ business performance reports for the Unilever France account.
- Translated the marketing teams' pain points with the data reporting tool into new, more business-focused features with the offshore Nielsen technical team.

EDUCATION

Jan. 2021 – Mar. 2021

UX/UI Design Bootcamp Ironhack (Remote)

bunq's Women in Tech scholarship recipient

2017

MS Market Research & Decision Making

NEOMA Business School, Paris

2016

MA International Business & Management

University of Westminster, London

SKILLS

Detail-oriented
Communication
Creativity
Curious

Imaginative
Organisation
Teamwork
User Research

TOOLS

Figma
Maze
Adobe Photoshop
Adobe InDesign

Google Analytics
Google Ads
Design Thinking

LANGUAGES

French (native)
English (fluent)

Spanish (basic)
Dutch (basic)

INTERESTS

Analog photography
Baking
Graphic design

Reading
Psychology