

LAURA GRUET



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WORK EXPERIENCE

SUNDAY MORNING EASY CO. ETSY SHOP

2023 - CURRENT | Founder & Designer 100% Remote

- Design and creation of all 35 digital templates sold in the shop.
- Leverage of social media (Instagram, Tik Tok, Pinterest) to expand market reach.
- Creation of content on social media to maximize brand identity and generate revenue

DIGITAL MARKETING & BRAND MANAGER

2021 - 2024 | Champagne Paul Laurent - 100% Remote

- Developed, implemented, and executed strategic marketing strategies
- Spearheaded all aspects of marketing including digital communication, product positioning, social media management, email campaigns, SEO strategies
- Designed, constructed, and maintained the company's e-commerce website
- Implemented an entire rebranding of the company
- Content Creator for Instagram, Facebook, Tiktok, Pinterest, and LinkedIn
- Represent and promote International Marketing events

EXCLUSIVE COLLECTION CONCIERGE

2020-2021 | Club Med Valmorel - France

- Provided a tailored guest experience and high level of service for the luxury exclusive collection.
- Collaborated with a team of 12 people to increase customer satisfaction feedback by +2.4%

VIP AND FIDELITY PROGRAM MANAGER

2019-2020 | Club Med : Kani - Maldives & Da Balaia -Portugal

- Independently managed the Fidelity member program, ranging from 75-150 clients a week
- Delivered an exceptional guest experience through personalization and anticipation of clients' needs
- Increase the performance and quality index of the program in Portugal by 7.2% YOY, ranking first out of 13 in the European Zone

COMMUNITY MANAGER

2018-2019 | Club Med Cancun - Mexico

- Developed high-quality, engaging content that spoke to the brand's voice and vision.
- Partnered with profit centers to develop data-driven social strategies that aligned with marketing objectives
- Created multi-channel social media content that boosted engagement
- Managed and maintained the "MyClubMed" application

TOOL STACK

- Canva
- Figma
- Adobe Creativity Suite
- Slack
- VN / CapCut
- Mailchimp
- Wordpress
- G Suite
- Shopify
- Notion

SKILLS

- Branding & Visual Communication
- Digital Illustration
- UX Design
- Adobe InDesign
- Content Visualization & Execution
- Brand Refresh and Transformation
- Social Media Marketing
- HTML5 & CSS

LANGUAGES

- English - Native Proficiency
- French - Native Proficiency
- Spanish - Advanced Proficiency

EDUCATION

Google UX Design Professional Certification

Completed in 2023

Introduction to HTML5 Certification

University of Michigan

Completed in 2021

Bachelors in Business Administration in International Management & Minor in French

University of New Mexico

Graduated in 2015