




# Madeleine GARDEIL

## CONTACT

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## EDUCATION

### DIGITAL MARKETING AND E-COMMERCE

Google Career Certificate

**2023**

### SEWING AND FASHION DESIGN

Atelier Agapathe, France

**2014-2015**

### MASTER ESAM -MANAGEMENT AND ADMINISTRATION

Campus IGS, France

**2008**

### LAW LICENCE

Paris I University, France

**2005**

## SKILLS

Content creation

Photography and video

Social Media management

Video and Photo Editing (Da Vinci Resolve, Capcut, photoshop, Lightroom)

Sewing teaching and tutorials

Communication

Project Management

Procurement

Customer service

English and French speaking

## SUMMARY

I am small business owner specialized in fashion and sewing content looking for new challenges. I have experience in content management and customer service and I'm currently preparing a Google Career Certificate in digital marketing and e-commerce. I'm looking for an opportunity to put in practice what I'm learning.

## EXPERIENCE

### 2016 - Present VIDEO SEWING TUTORIAL MAKER

2019 - Present : Fabricville, Canada

2016 - 2019 : Burda Style Magazine, France

- elaborate content creation plan accordingly to the marketing department objectives and sewing trends
- write content, film and edit sewing tutorials with a sale-focus
- collaborate with sewing related companies to include their products in our videos

### 2016 - Present FASHION DESIGNER

#### Founder of Le MAB : bathrobes and accessories brand

- digital marketing and e-commerce management
- fashion design, sampling and production management
- marketing and sales: business to business and consumer sales

### 2022 - Present COOPERATIVE SHOP MEMBER

L'empreinte coopérative, Montréal

- sales associate
- participation in social media marketing

### 2009 - 2015 SERVICE DELIVERY MANAGER

Airbus Group, France

- Training plan deployment coordination
- Customer service management
- Training projects management