


// EDUCATION




Mehdi
HEBINGER

 Basel area, Switzerland

 06.64 00.64 72

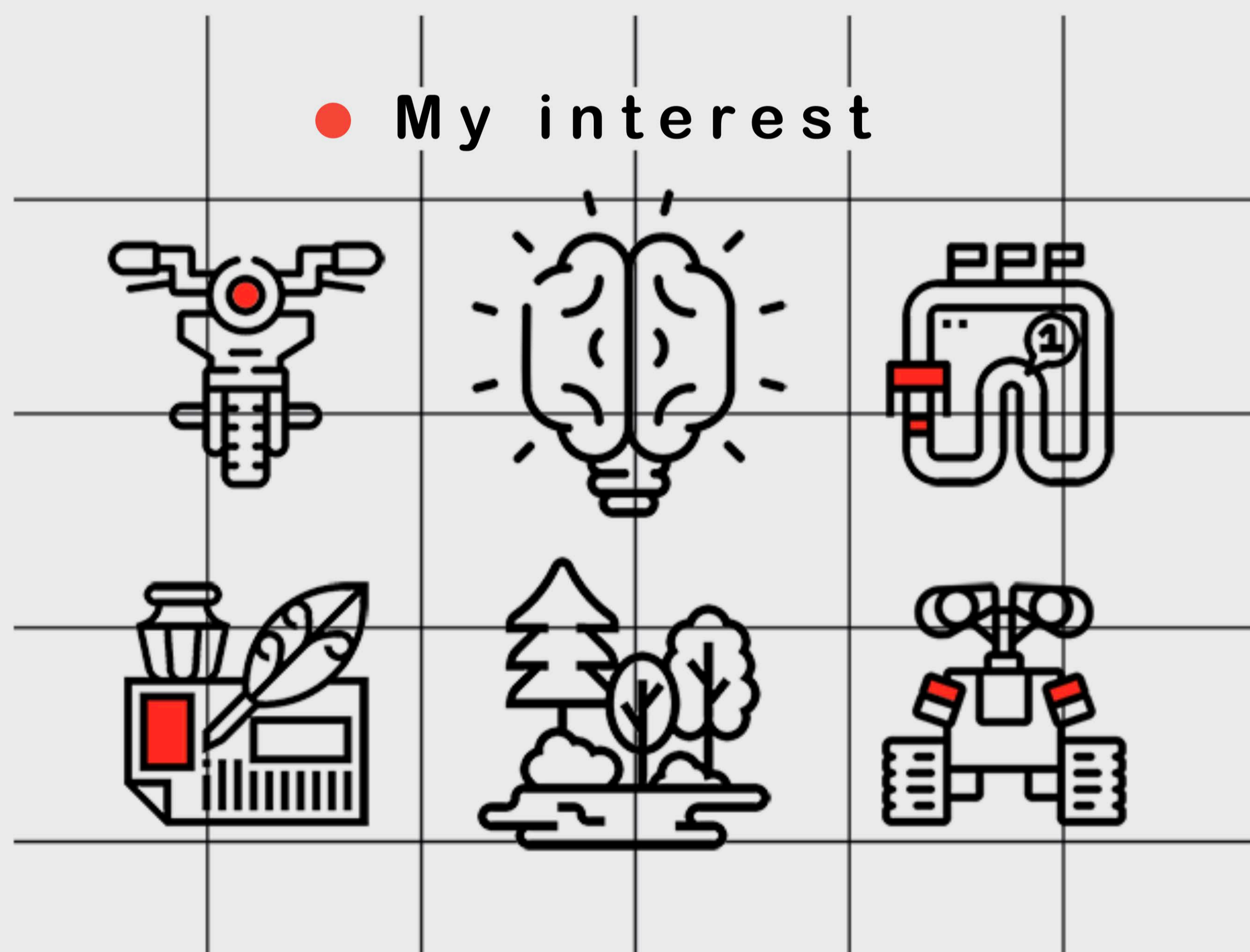
 mehdihebinger@gmail.com

 En **C1**  Fr **C2**  De **B1**

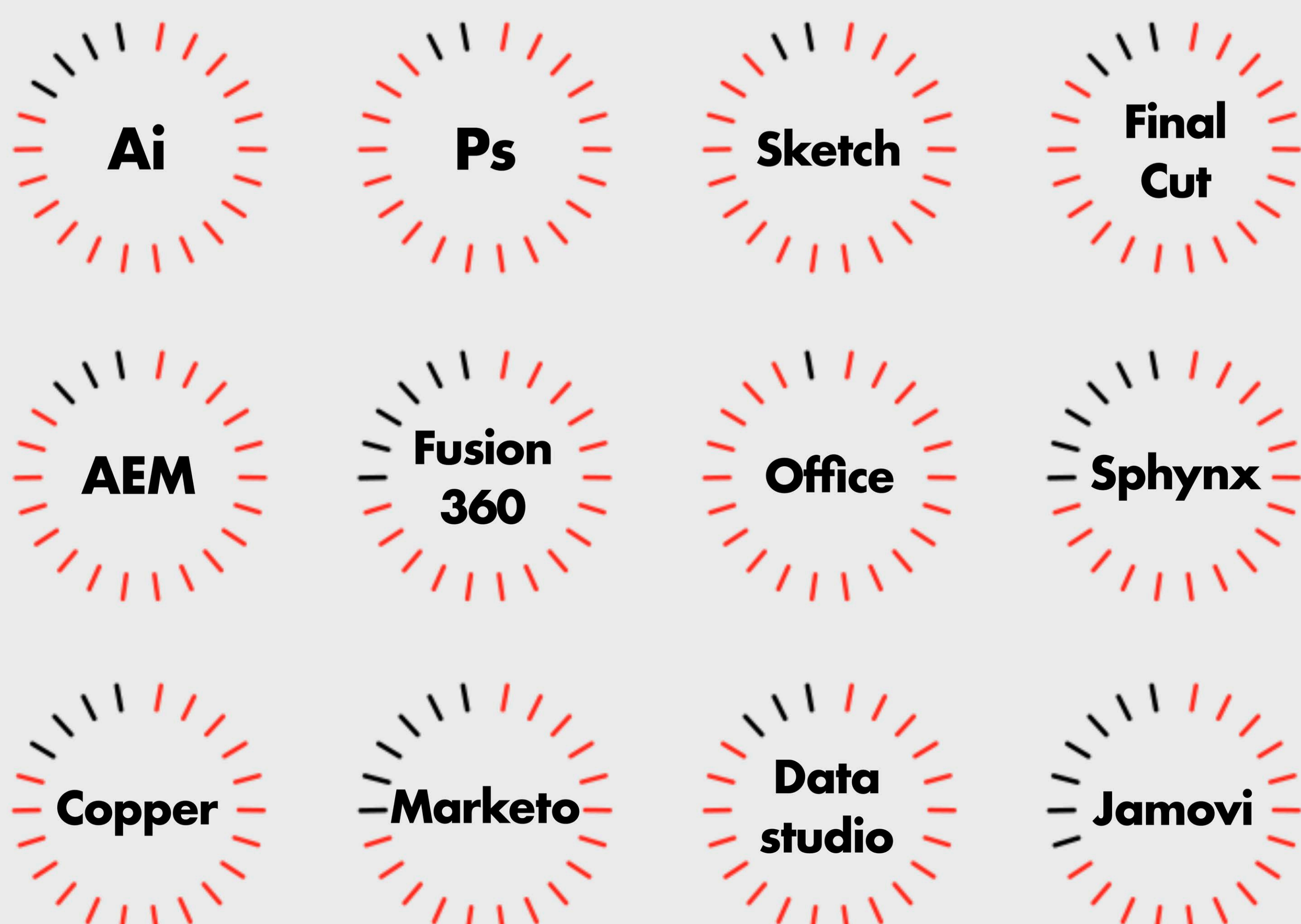


mehdihebinger.fr

● My interest



● Software



2022
2019

Double Master's degree : International master of management (Grande école) + Master e-marketing & digital strategy
EM Strasbourg Valedictorian Summa Cum Laude Best Master Thesis Award
Data marketing, business intelligence, online customer relationship management, traffic management, etc. Master thesis on m-health and medical diagnosis.

Master 1 Grande école program - Exchange year
KU Leuven

Bachelor's degree Grande École Program (PGE)
EM Strasbourg
The Grande École Program is the french most demanding international management study covering all management and business administration aspects.

2019
2017

DUT in Marketing techniques (Associate's degree) with honors
IUT de Colmar
Marketing, operational marketing, communication, commercial law, negotiation, supply chain, strategy, purchasing and quality, team management, accounting.

2016
2010


Master degree Maths / IT
Université de Haute-Alsace
Coding (JS, C++, PHP, Html, CSS), algorithms, software architecture, maths.

2010

Scientific high school diploma - Major in biology with honors
Lycée Lambert Mulhouse

// EXPERIENCE


2024
2023

Medical Omnichannel & Medical Excellence Lead
Pfizer 
Development and implementation of the omnichannel medical strategy, technology stack development, initialization of major digital projects


2023
2022

Oncology Digital Marketing Lead
Development of digital in the marketing mix, strategy, operational support, digital transformation our sales activity and BU


2022
2021

Digital marketing project manager
Roche Diagnostics 
Project management, marketing automation, analytical tracking, digitalization, SEO, webmastering, acquisition, A/B testing.


2019
2017

Business developer SEO and digital marketing assistant
Discoverizz + Studio ED 
Prospecting qualification, SEO analysis, marketing actions, CRM, Business consultancy, digital campaign execution, marketplace management.

2018
2017

Co-founder
Mw/M 
Budget management, print and web graphic services, communication actions, communication plans, social advertising, CRM.


2016
2015

IT Educational assistant
Education nationale 
Computer training, coaching, educational activities.

2014

Co-Manager
The Fox Hotel Brisbane 
Bar service, customer reception, team management, security compliance, stock control and cellar activities.

2013

Founder
Downtown Milk Delivery Mulhouse 
Company creation, financing campaign, suppliers sourcing, business plan, social media, press release, etc.

// SKILLS

