



SYLVAIN DI FRAJA

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Mobility: Open to national and international relocation

SUMMARY

Digital strategy student with experience in product marketing, digital marketing, and e-commerce environments. Skilled in market analysis, content creation, SEO/SEA fundamentals, and cross-functional coordination. Comfortable working with data, digital tools, and structured processes, with a strong ability to quickly learn and adapt. Strong interest in digital transformation, innovation, and sustainable technologies.

WORK EXPERIENCE

Global Launch Leader Support - Schneider Electric Sept 2024 - Present

- Supporting the global launch of the Modicon Edge I/O NTS offer across multiple Business Units.
- Coordinating internal workshops, content localization and cross-country communication.
- Supporting the product life cycle process for Modicon Edge I/O NTS, from early releases to commercialization milestones.
- Coordinating updates across product iterations to ensure alignment between technical teams and launch requirements.

Product & Digital Marketing Assistant - ByLED Sept 2023- Sept 2024

- Conducted market monitoring and web analytics using GA4 and Search Console.
- Created and updated digital content (website, product pages, social media, blog).
- Supported SEO optimisation, product launches and data standardisation (ERP/EPREL).

Marketplace Account Assistant Intern – Espace Bricolage May 2023 - August 2023

- Categorised and organised product catalogues for online sales.
- Created product sheets and supported pricing updates.
- Analysed fulfilment processes and monitored key performance indicators.

EDUCATION

Master's Degree – Digital Strategy Sept 2024 – Present

Université Côte d'Azur – EUR ELMI, Nice (France)

- Involved in multiple company-based projects and professional workshops.
- Includes enterprise visits and collaboration with industry stakeholders.

BUT GEA – Management of Business and Administration (Option GEMA) Sept 2021 – July 2024

Université Côte d'Azur – IUT Nice (France)

- Ranked 4th out of 80 in the graduating class.
- Completed multidisciplinary projects, including work with a retirement home and a street-outreach association.

ADDITIONAL INFORMATION

- **Technical Skills :** Digital marketing, market and competitor analysis, SEO/SEA fundamentals, content creation, e-commerce operations, CRM basics, project coordination, go-to-market support.
- **Tools :** Excel, PowerPoint, WordPress, Prestashop, Canva, Adobe Suite (Photoshop, InDesign), Google Search Console.
- **Languages :** French, English.
- **Soft Skills :** Strong organization, adaptability, curiosity, autonomy, teamwork, and clear communication.