



# SYLVAIN DI FRAJA

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**Mobility:** Open to national and international relocation

## SUMMARY

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Digital Strategy Master's student with experience in project management, product-related initiatives, and digital environments across academic and professional settings. Skilled in structured analysis, data-driven thinking, and cross-functional collaboration. Comfortable working with digital tools and performance indicators, with a strong ability to adapt in complex and evolving contexts. Driven by understanding how organizations scale, coordinate and perform in complex international environments.

## WORK EXPERIENCE

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**Global Launch Leader Support - Schneider Electric** **Sept 2024 - Present** (2 years)

- Contributing to the global launch of the Modicon Edge I/O NTS hero offer across multiple Business Units within an international industrial environment.
- Driving cross-functional alignment through international workshops, content localization, and multi-country coordination.
- Overseeing product lifecycle execution from early releases to commercialization milestones.
- Ensuring strategic alignment between technical development and go-to-market requirements across product iterations.

**Product & Digital Marketing Assistant - ByLED** **Sept 2023- Sept 2024** (1 year)

- Led the commercialization of 30+ products, from sourcing with Chinese suppliers to online launch.
- Managed and optimized e-commerce content.
- Standardized product data (ERP/EPREL) to ensure accuracy and compliance.

**Marketplace Account Assistant Intern – Espace Bricolage** **May 2023 - August 2023** (3 months)

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

## EDUCATION

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**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

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**Technical Skills :** Product lifecycle management, product launch coordination, digital marketing strategy and performance analysis, market and competitive analysis, KPI tracking, cross-functional project coordination, e-commerce operations.

**Tools :** Excel, PowerPoint, Word, WordPress, Prestashop, Adobe Suite (Photoshop, InDesign), Google Search Console.

**Languages :** French, English.

**Soft Skills :** Strong organization, adaptability, curiosity, autonomy, teamwork, and clear communication.