

Mona Harnett - Curriculum Vitae

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WORK EXPERIENCE

Business Manager – OMD LTD New Zealand (3.8 years)

October 2019 – August 2020

Account Manager – January 2019 – August 2019
Account Executive - November 2017- December 2018
Graduate Intern - February 2017 – November 2017

I strategized and managed all media investments for a client portfolio valued at +\$8M, overseeing market research, planning, implementation, supervision of an assistant and full data analysis. I was client facing and therefore am competent with interpersonal and presentation skills.

Client Portfolio: AA Insurance, Beiersdorf (NIVEA), STIHL, Wet & Forget, R.M Williams, Simplot (FMCG).

- **Lead innovative thinking** – led a project to create a custom algorithm, pulling a weather API to dictate dynamic television advertising, to automate a complex TV booking process. (first in market).
- Led the first ever integrated Tik Tok advertising campaign in New Zealand. (first in market)
- **Creative data analysis** – Used historical sales data and digital engagement metrics (Facebook, YouTube etc.) to understand macro seasonality trends, this and positive PR, led to a YoY +18% increase in NIVEA Sunscreen sales.
- **Strong client relationship** – Achieving AA life Insurance FY '18-'19 annual revenue goal at +5%. Through a persuasive communication strategy for Funeral insurance, resulting in the largest spike in sales calls of the year.
- **Strong data reporting capabilities** – Full competency in using Microsoft Office suit and excel pivot tables to analyse data. fluidly used 5+ different data gathering software. (Nielsen, Roy Morgan, Google Ad Manager etc.)
- **Head of Social committee**- Organised cultural initiatives i.e panel of inspiring women for International Woman's Day.

Hospitality - Front of House Waitress

2013 – December 2016

Waitress & Bar staff for busy restaurant and hotel. Responsible for cash up procedure and training new employees.

EDUCATION

Master's degree	Master of Science – Economic Cost Benefit Analysis (2020 – Present) Paris School Economics & École des Ponts Paris Tech (France) <ul style="list-style-type: none">• Student Consultant Mairie De Paris – Analysis on E-scooter Economic Benefits & Costs• Econometric training using R software
Bachelor's degree	Bachelor of Commerce – Economics & Marketing (2014 – 2016) University of Auckland (New Zealand) <ul style="list-style-type: none">▪ Relevant Courses:<ul style="list-style-type: none">• Development of International Economics (ECON 232 -A)• Microeconomics & Macroeconomics (ECON 101 & 111 –A)• Marketing Management (MKTG 201 –A)
Secondary Schooling	<ul style="list-style-type: none">• Takapuna Grammar School New Zealand (2009-2013)• Anshan No 1. Senior School China – AFS Exchange (2011-2012)• College Elsa Triolet France (2008-2009)

LANGUAGE

1. English (fluent)
2. French (fluent)
3. Japanese & Mandarin (basic)

FURTHER QUALIFICATION

- English Language Partners – Volunteer Refugee & Migrant English teacher ('20)
- Facebook Blueprint Certified – Media Planning Professional ('20)
- Hummingbirds Corporate Resilience Training ('19)
- Google Double Click – Campaign Management Certified ('17)

ACHIEVEMENTS

- Google Woman's Will – Future Leaders Conference ('19) – *Specially Selected*
- Employee of the month 3x – ('17-'19)
- Varsity Toast Masters International – 'Most improved public Speaker' ('16)
- Model United Nations China– best team collaboration & best delegates ('12)