

Marie-Laure Seecharan

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GRAPHIC DESIGNER . ILLUSTRATOR . DUBLIN

I bring a rich decade of interactions with customers and clients in various environments, settings and industries.

Strong artistic & illustrative skills, in both traditional and digital techniques, with the ability to create unique & captivating illustrations for diverse projects.

Proven ability to handle multiple projects simultaneously, prioritize tasks, & meet deadlines in a fast-paced, deadline-driven environment.

Solid career engaging & nurturing strong relationships with clients & consistently excelled at increasing their satisfaction.

With strong interpersonal & communication skills, effectively collaborating with clients, stakeholders, & cross-functional teams to understand project requirements & deliver successful design solutions.

Knowledge of business strategies/requirements to succeed, their quality/productivity balance dilemma, their ROI & profits expectations.

NOW

ILLUSTRATOR/GRAPHIC DESIGNER

Freelance / Consultancy / Self-directed environment

- Developed artwork following specific briefs
- Delivered work upon **tight deadlines**
- Adapted to client's updates, **transcended** their inquiries & concerns
- **Owned & managed** clients relationships, admin, invoicing
- Helped client define their needs and goals to succeed
- **Designed/managed and handed off** attractive custom-built Squarespace websites, branding products
- Created initiatives that helped driving **successful product implementation**: Video tutorials / live screen-mirroring sessions / product tours & demos/ Q&A - Skype/Zoom
- Built comprehensive custom & evergreen materials/ resources for clients for their website maintenance, education, **rapid product adoption**
- Evaluated & launched **marketing strategies** based upon clients goals, values & offerings
- **Introduced clients to brand awareness**, driving engagement, campaigns, digital marketing strategies, social media, SEO optimisation
- Solicited, collected & **acted upon clients feedbacks** to improve my business

Dedicated
Enthusiastic
Curious
Creative
Optimistic
Detail oriented
Proactive
Proficient

2016

Squarespace CUSTOMER OPERATIONS ADVISOR

Fast-pace environment / Emails
Quality survey based & productivity targets

- Guided & troubleshooted: templates, accounts, domains, billing
- Managed customers from sale through launch, product adoption
- Ensured **products optimally configured**
- Educated customers on platform features, best practices, scope limitation
- Guided beginners product implementation, **step-by-step custom correspondance**
- Provided resources & encouraged to use KBase resources
- Liaised internally/**advocate for the clients**
- Jira procedures & issues tracking
- Product improvement feedbacks
- Solicited feedback + assessed client satisfaction

2015

DELL EMC EDUCATION ACCOUNT MANAGER

Self-directed environment
EMEA - Nordics/East Europe Mid Market / Commission based position / Quarterly market sales goals targets

- **Managed portfolio**: distributors, partners, inside sales reps, consultants, customers
- **Sold** training products, classes, certifications
- **Qualified leads**, quoted, supported local ISR with Education requests/questions
- **Drove engagement**
- Built, developed and maintained both new and existing relationships with Clients and Partners but also internally with product Inside Sales Rep
- Evaluated **marketing strategies** to promote latest offerings and products
 - Built/delivered **newsletter/campaigns**
 - Built & drove overall **digital marketing presence** & improvements
 - **Salesforce/MailChimp**

DELL EMC
120% GOAL
ACHIEVEMENTS

2012

APPLE
95% CUSTOMER
SATISFACTION CLUB
+ OUTSTANDING
PERFORMANCE
AWARD

Photoshop
InDesign
Illustrator
After Effects
Procreate
Squarespace

ENGLISH
FRENCH
SPANISH
LEARNING HINDI

2010

Apple APPLESTORE CERTIFIED TRAINER

- Trained Apple New-Hire Spanish Chat Sales Team (tools, sales techniques, do's/don'ts, practice...)
- **Designed/delivered Keynotes** + Evaluated, daily reports, material update + Encouraged creative work environments

APPLEONLINESTORE SALES SPECIALIST

Live chat / FR_BE-CH Sales markets / Quality evaluation surveys / Fast-pace environment

- Detected and guided customer's buying cycle stage and needs
- **Sold personalised benefits, promotions, special offers**
- **Designed/Delivered Keynotes** for team meetings targeting proficiency/quality improvements

APPLECARE SENIOR TECH EXPERT / APPLEGARE TECH EXPERT

Phone, Emails / FR-BE-CH-FRCA-UK iOS Markets / **Target +90%** Issue Resolution & Customer Satisfaction evaluation surveys / Time Call Handling Targets / AppleCare service sales targets

- **LEVEL 2** - Troubleshooted hardware/software, **managed sensitive cases**
- Provided assistance to level 1 advisors + **case ownership**
- Followed up with customers **until resolution**, escalated to Engineering (Jira), commercial gestures empowerment + Solicited & assessed customers feedback
- Transferred case to engineer, followed up, ensured resolution and quick turnaround
- **LEVEL 1** - Trshooted iOS devices/software & iTunes using KBase resources
- Understood escalation procedures & **keystakeholders organisation**
- Set up repairs/replacements, escalated to Level 2
- Transferred/referred to other departments
- Followed procedures/policies/positioning
- **Sold** AppleCare coverage services

Royal Caribbean International Cruise Line GUEST SERVICES OFFICER

Face-to-face / Onboard go-to person / 6 months contracts 7/7
2500+ passengers / **30 mn SLA issue resolution** / CSat Surveys

- Hospitality & Ship Responsibilities
- **Owned/Resolved/Followed Up** guests inquiries/issues/complaints
- Provided onboard/offshore information
- Met brand quality standards/guidelines/policies
- Billing/Payments/discrepancies / **7,000 USD cash float**
- Sold offshore tours, upgrade, service packages
- Telecommunication/Switchboard Operator
- Foreign Exchange Services
- Onboard ICE Guests Contact, Firefighting-Safety-Security-First aid Training

PREVIOUSLY Front Desk Receptionist
Grand Hotel de l'Opera 4* - France

2007

VOLUNTEERING

2020 / WonderFest admin event volunteer
(Irish Children's Books Online Schools/Families Book Festival)
2013-2020 / **Digital exposure & consultancy**
for local businesses, non-profit organisations & individuals
2018 / Dublin Food Coop volunteer for the Zero Waste section
(refill, restock, cleaning...)

EDUCATION

2016-2020 / **Self-taught** Graphic Designer (EQF level 5)
& Illustrator
2012 / **Train the Trainer** (Fetac 5) by Apple
2015 / **Entrepreneurship & Intrapreneurship** Social
Business Online Courses to have a positive impact on society
by HEC, Paris, France
2004 / Fine Art Associate Degree (Honours) - Nîmes, France

INTERESTS

**Art, Illustration, Graphic Design, Children Books
New Technology
Environment & Mental Health
Hindi language**