



Aurore GALVES-ORJOL

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EXPERT PROFESSOR

DEPARTMENT: DIGITAL MANAGEMENT

DISCIPLINARY TEAM: DIGITAL MANAGEMENT

RESEARCH AXIS: .

EDUCATION AND DEGREES

- 2010 BTS Communication , France
- 2012 Licence Marketing Management , France
- 2015 MBA Business Manager , France
- 2015 NMI Mediamath Institute - level 2 (Terminal One) , France
- 2017 Social Builder , France

WORK EXPERIENCE

PROFESSIONAL EXPERIENCE

- 2019 - ... Co-founder (Leonod)
- 2018 - 2019 Chargée de communications externes (GATTEFOSSE)
- 2014 - 2015 Chargée de marketing digital (COJECOM)
- 2013 - 2014 Chef de projet web (COJECOM)
- 2018 - ... Chargée de cours en école supérieure de commerce (Burgundy School of Business)
- 2018 - ... Chargée de cours en école de commerce (MBWay)

INVOLVEMENT IN PROFESSIONAL ASSOCIATIONS

- 2014 - ... SECRETARY (P&G CLUB , Lyon, France)

OTHERS ACTIVITIES

- 2016 - 2017 Expérience internationale USA, Mexique, Chine (-)

TEACHING

DISCIPLINARY TEAM

- Digital Management

TEACHING LANGUAGES

- English
- French

SCIENTIFIC ACTIVITIES

RESEARCH FOCUS

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INTELLECTUAL CONTRIBUTIONS