**CTI** CENTRE DE TECHNIQUES INTERNATIONALES

**COLLEGE DE PARIS**

## Responsable du développement commercial France et International

### Titre à finalité professionnelle de Niveau 6

enregistré au Répertoire National des Certifications Professionnelles
par décision de France Compétences en date du 16 décembre 2020
Code NSF : 312p : Gestion des échanges commerciaux

Vu le procès-verbal de l'examen établi le 29 juillet 2024,
le Titre est délivré à :

## *Madame Maynia Charlemagne*

né(e) le : 26 octobre 1996     à :  Port Au Prince, Haïti

Établi à Levallois-Perret, le 05 août 2024

Le titulaire

Le Président du Jury

Numéro d'enregistrement : CNDC-RDCFI-0724-001

Le Certificateur

CTI Formation - 70 rue Anatole France - 92300 Levallois-Perret
Établissement d'enseignement supérieur privé membre du Collège de Paris

**Bulletin Annuel 2023 - 2024**
**Maynia CHARLEMAGNE**
**Née le 26/10/1996**

Année : 2023/2024

**DC 2023 - Bachelor 3 Marketing digital & social media en ligne**

| Modules | Coef. | Moyenne |
|---|---|---|
| **UE1 Management transversal** | **1,00** | **16,57** |
| Culture économique du digital | 1,00 | **15,00** |
| Management des entreprises | 1,00 | **14,07** |
| Droit du numérique | 1,00 | **18,00** |
| Analyse financière | 1,00 | **17,00** |
| Identité numérique & personal branding | 1,00 | **15,90** |
| Etude de Cas 1 | 2,00 | **18,00** |
| **UE2 Gestion de Projet** | **1,00** | **15,35** |
| Fondamentaux de la gestion de projet | 1,00 | **12,22** |
| Marketing & communication 360 | 1,00 | **11,25** |
| Management d'équipe | 1,00 | **12,67** |
| Techniques de vente & négociation | 1,00 | **19,33** |
| Marketing digital | 1,00 | **16,00** |
| Etude de Cas 2 | 2,00 | **18,00** |
| **UE3 Webmarketing** | **1,00** | **15,57** |
| Communication digitale | 1,00 | **16,00** |
| Webmarketing | 1,00 | **12,00** |
| Social media | 1,00 | **14,00** |
| Google | 1,00 | **16,67** |
| Traffic Management | 1,00 | **13,33** |
| Etude de Cas 3 | 2,00 | **18,50** |
| **UE4 Communication Digitale** | **1,00** | **12,58** |
| Community Management | 1,00 | **13,57** |
| Référencement | 1,00 | **14,00** |
| Rédaction web | 1,00 | **6,32** |
| Youtube | 1,00 | **11,43** |
| Techniques et langages informatiques | 1,00 | **14,74** |
| Etude de Cas 4 | 2,00 | **14,00** |
| **UE5 Outils & Techniques** | **1,00** | **16,71** |
| CMS & Wordpress | 1,00 | **20,00** |
| Digital brand content | 1,00 | **12,86** |
| PAO appliquée au webmarketing | 1,00 | **17,14** |
| Vidéo appliquée au webmarketing | 1,00 | **16,84** |
| **UE6 Experiment** | **1,00** | **11,75** |
| Workshop | 1,00 | **13,00** |
| Création de Start-Up | 1,00 | **10,50** |
| **Examen** | **2,00** | **15,25** |
| Projet Professionnel | 2,00 | **11,50** |
| Etude cas finale | 2,00 | **19,00** |
| **Moyenne générale** | | **14,88** |

**Décision :** Admise



**Directrice Académique Mme FRANCHETEAU Alexandra**

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## Certificate of Achievement

# Maynia Charlemagne

has completed the following course:

**CREATE A SOCIAL MEDIA MARKETING CAMPAIGN**
UNIVERSITY OF LEEDS AND INSTITUTE OF CODING

On this course, you have discovered how to create and measure the success of a social media marketing campaign. You've explored how companies use digital marketing and learned what goes into planning and running a successful campaign.

2 weeks, 2 hours per week

**Meg Pickard**
Lead Educator

UNIVERSITY OF LEEDS

institute of
CODING

UNIVERSITY OF LEEDS

institute of
CODING

# Maynia Charlemagne

has completed the following course:

**CREATE A SOCIAL MEDIA MARKETING CAMPAIGN**
UNIVERSITY OF LEEDS AND INSTITUTE OF CODING

**86%**
AVERAGE TEST
SCORE

Organisations of all sizes and industries have brought social media to the heart of their marketing, communication and customer support. The challenge is knowing how to create effective two-way communication between your organisation and your audience. On this course, you have discovered how to create and measure the success of a social media marketing campaign. You've explored how companies use digital marketing and learned what goes into planning and running a successful campaign.

**STUDY REQUIREMENT**
2 weeks, 2 hours per week

**LEARNING OUTCOMES**
- Describe a social media strategy and its components
- Identify a target audience and how to reach them
- Describe the difference between paid and organic reach
- Evaluate appropriate metrics for a successful campaign
- Explain the role of timelines in a social media marketing campaign
- Produce a strategy and sample content for a social media marketing campaign

**SYLLABUS**
- Discover the components that make up a social media campaign
- Identify the strengths and drawbacks of the different social media platforms
- Create and measure the success of a social media marketing campaign
- Explore how to identify the target audience through the use of personas

- Explore the difference between paid and organic social media marketing

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## Certificate of Achievement

# Maynia Charlemagne

has completed the following course:

**INTRODUCTION TO BUSINESS MANAGEMENT**

KING'S COLLEGE LONDON

This online course explored how to manage people, money and information, and how to develop your own management and leadership style.

4 weeks, 4 hours per week

**Sonny Peart**
Module Leader for Business Management, King's Foundations
King's College London

KING'S
College
LONDON

# Maynia Charlemagne

has completed the following course:

## INTRODUCTION TO BUSINESS MANAGEMENT
### KING'S COLLEGE LONDON

This course introduced foundational business concepts, tools and terminology whilst exploring four key aspects of business management: managing money, managing people, managing information, and - most importantly – managing and understanding yourself. Throughout the course, participants were encouraged to reflect on their own management and leadership style and consider the concepts of success, sustainability, and social responsibility.

**STUDY REQUIREMENT**
4 weeks, 4 hours per week

**LEARNING OUTCOMES**
• Apply a range of business concepts, tools and terminology to common business situations
• Explain the importance of business management for you and your community
• Identify your own skills, interests and ideas, and how you can continue to develop them
• Explore opportunities and challenges of working with others: including collaboration, listening to others, feedback, negotiation
• Explain the important aspects of a business idea to potential customers and investors
• Reflect on what you've learnt and how you will apply this now

**SYLLABUS**
• Managing yourself: introduction to management and leadership styles.
• Managing money and key financial concepts, including the implications of various sources of finance and the relative importance of cash flow and profit.
• Managing people, stakeholder management and professional communication.

• Managing Information: different information types and key information management issues.
• The roles businesses play in the lives of people and communities, and social responsibility.
• Aspects of growth and the effects of success.

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## Certificate of Achievement

# Maynia Charlemagne

has completed the following course:

**COMMUNICATION AND INTERPERSONAL SKILLS AT WORK**
UNIVERSITY OF LEEDS AND INSTITUTE OF CODING

On this course, you've discovered the best communication strategies for effective workplace collaboration, and reflected on your own personal communication style.

2 weeks, 2 hours per week

*Jennifer Rosen*

**Jennifer Rosen**
Lead Educator

**UNIVERSITY OF LEEDS**

**institute of CODING**

**UNIVERSITY OF LEEDS**

institute of
**CODING**

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# Maynia Charlemagne

has completed the following course:

**COMMUNICATION AND INTERPERSONAL SKILLS AT WORK**
UNIVERSITY OF LEEDS AND INSTITUTE OF CODING

**80%**
AVERAGE TEST
SCORE

On this course, you've discovered the best communication strategies for effective workplace collaboration, and reflected on your own personal communication style. You've learnt the importance of matching your communication style with your work and project goals and learnt how to manage and control challenging conversations.

**STUDY REQUIREMENT**
2 weeks, 2 hours per week

**LEARNING OUTCOMES**
• Identify your personal communications style
• Explore different communication platforms
• Reflect on whether your communication is aligned to your goals
• Apply your communication style in the workplace
• Engage in challenging conversations with positive outcomes
• Reflect on your personal style and technique

**SYLLABUS**
• Identifying your personal communications style
• Exploring different communication platforms
• Exploring your approach to communication
• Applying your communication style in the workplace
• Managing challenging conversations with positive outcomes
• Demonstrating your communication skills