

Noelisoa Christiane Vatsilia

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SUMMARY

Marketing professional with an MBA focus in Strategic Brand Creation, Consumer Behavior, Marketing Metrics, and Digital Marketing. Known for building marketing strategy from scratch in resource-constrained settings, from a zero-budget referral program for a healthcare clinic to a volunteer-run chapter that earned Gold Status Chapter of the Year. Multilingual (English, French, Malagasy, Creole) with cross-cultural experience spanning Mauritius and Seattle, a fast, curious adopter of new tools and AI platforms, and comfortable owning a project end-to-end, from strategy through execution and reporting.

EXPERIENCE

Student Assistant (Graduate Assistant) | City University of Seattle, Registrar's Office

Seattle, WA • March 2025 – Present

- Respond to student, staff, and faculty inquiries in person, by phone, and via email, providing a high level of customer service, attention to detail, and problem-solving.
- Create, file, and maintain paper and electronic student records, ensuring confidentiality and security of sensitive information at all times.
- Fulfill record requests from paper and electronic archives, supporting graduation processing and providing clerical support including record tracking, filing, printing, and mailing.
- Manage digital document workflows and metadata in Laserfiche, organizing academic archives and graduation records to ensure compliance and reporting accuracy.

Project Leader & VP of Marketing (Volunteer) | CityU Net Impact

On-Campus, Seattle, WA • Aug 2024 – Jan 2026

- Grew chapter social media engagement 64% over two years through consistent content creation (Canva, CapCut), including event announcements and promotional posters.
- Conceived and led the 2025 Design Competition with no formal budget, managing a 10-person organizing team to deliver the event for 25 participants and securing sponsor support from university, alumni, and local business partners.
- Helped lead the chapter to Gold Status Chapter of the Year recognition while serving as VP of Marketing; produced a video ad campaign for a limited-edition merchandise launch.
- Speak at chapter and campus events to promote the organization, representing CityU Net Impact to students, university leadership, and sponsors.

Marketing & Community Manager | Centre de Chirurgie Esthétique de l'Océan Indien (CCEOI)

Mauritius • 2022 – 2023

- Designed and launched a grassroots B2B referral strategy from the ground up, partnering with hair salons across Mauritius on a promo-code referral program and producing content documenting the initiative to drive qualified leads.
- Executed go-to-market and digital marketing campaigns end-to-end, managing social media accounts, content calendars, and Meta Business Suite/WhatsApp messaging to grow patient acquisition.
- Managed client and lead data across Zoho CRM and AnesCRM, supporting the commercial team's outreach process including cold calls and doctor appointment scheduling.
- Collaborated directly with the founder and executive team, shaping brand positioning and online reputation across social platforms to build client trust.
- Provided front-desk and receptionist support, maintaining confidentiality and security of sensitive client records.

Freelance Brand Promoter (Concurrent) | Sensodyne, Foodlovers Ltd, Purple Grey Ltd, Fantazia Event

Mauritius • 2019 – 2022

- Led in-person product promotions and consumer demos at retail and event locations for multiple consumer brands.

Assistant Sales Manager | Cityzen Sports Ltd

Mauritius • 2020 – 2021

- Led and trained a 14-person factory-floor sales team while working directly alongside the owner in a combined assistant and receptionist capacity.
- Consistently delivered 10-15% over monthly revenue targets on large-quantity B2B contracts for sports team equipment and apparel.

- Ran localized promotional campaigns and optimized inventory strategy based on market trends and competitor activity.

FOUNDER EXPERIENCE

Co-Founder | WatchTogether — Synchronized Video Web Platform (watchtogether.online)

Remote • 2023 – Present

- Identified a real user friction point from personal experience as an international student, clunky extensions and desynchronized playback during remote movie nights, and applied design thinking to conceptualize a zero-install virtual room experience.
- Successfully launched a live, responsive web platform for real-time synchronized video sharing, validating that removing installation barriers significantly improves remote engagement.

Co-Founder | AIGid — AI Restaurant Recommendation Platform (aigid.io)

Remote • 2025 – Present

- Led market analysis and applied design thinking to map diner pain points around menu overload and dietary-constraint decision fatigue, defining prompt-based menu filtering logic for an AI chatbot.
- Secured an initial restaurant partner for an on-site pilot and established a live feedback loop to refine the product ahead of scaling the beta program.

EDUCATION

Master of Business Administration (MBA) — Marketing

City University of Seattle, Seattle, WA • Expected Summer 2026

- Leadership: VP of Marketing (Volunteer), CityU Net Impact Chapter — led the 2025 Design Competition.
- Key coursework: Strategic Marketing, Consumer Behavior, Data Analytics, Project Management.
- Key project: Spotify Data Analysis — exploratory analysis of large-scale streaming data to identify engagement trends and ad-targeting recommendations.
- Key project: Go-To-Market Strategy & Brand Launch — spearheaded end-to-end GTM strategy for a consumer health-tech concept, defining buyer personas, CAC, and channel strategy, with an integrated SEO/SEM digital marketing framework and a full Integrated Marketing Communications (IMC) plan including PR recommendations and media planning.

Bachelor of Arts — Digital Humanities

University of Mascareigne, Mauritius – France • 2022 – 2023

- Focus: intersection of technology and culture, digital content strategy, human-centric design.
- Relevant coursework: Digital Communication, Information Systems, Web Scraping, Graphic Design.

Bachelor of Science — Business Marketing Management

University of Mascareigne, Mauritius – France • 2019 – 2022

- Focus: market research, consumer behavior, and international business strategy.

SKILLS & TOOLS

Content & Social: Canva, CapCut, HTML (working knowledge), graphic design fundamentals, Instagram Insights, Meta Business Suite, WhatsApp Business, social media management tools, event content & promotion, content creation & scheduling

CRM & Data Systems: Zoho CRM, AnesCRM, Laserfiche, PeopleSoft, metadata management, web scraping, GitHub (version control basics)

Strategy & Analytics: Brand positioning & GTM strategy, SEO/SEM fundamentals, Google Analytics, community building, data visualization & analytics, Excel, Kaggle

Project & Program Management: Cross-functional leadership, stakeholder relations, project & program management tools, event planning & coordination, problem-solving, cross-cultural team integration, AI product prototyping (0-1), fast learner/rapid tool adoption

Languages: English, French, Malagasy, Creole