

SKILLS

Profile: 7 years of experience in digital marketing and communication. full of ideas and dynamic, I am passionate about social media, graphic design and digital. I create digital campaign from A to Z: from the concept to its promotion through website development, visual content production and KPIs analysis.

Digital Marketing: SEO/SEA, Display, Google Analytics, Google Tag Manager, social media Ads (LinkedIn, Twitter, Facebook/Instagram).

Graphic Design: Adobe Suite: Photoshop, Illustrator, Indesign, PremierPro, After Effect, Lightroom. Axure (UX, UI).

Tools: social media listening and monitoring tools: Hootsuite, Visibrain, Office 360, Salesforce, Pardot, Camtasia.

Web: HTML/CSS, CMS: Wordpress, Joomla.

Languages: French (native), English (fluent), Spanish (intermediate).

PROFESSIONAL EXPERIENCE

Mazars France - Paris

Audit & advisory firm

T/O: \$300M

January 2018 - May 2020

Digital Communication Manager

Develop the digital communication strategy of Mazars France to increase brand awareness and support lead generation. 1 person management.

- Define the editorial line and content strategy on corporate channels.
- Create social media strategies for publications of Mazars: write engaging social media posts, produce visuals and videos (shooting, editing and motion design), community management.
- Create and launch digital campaigns such as web series and podcasts: Pitch In The Cab (+1M videos views), Blockchain Talks podcasts (+ 5k listenings), Cyber Stories (+100k videos views).
- Promote online content using social media Ads, SEO/SEA and Google Display.
- Develop landing pages (HTML/CSS) and update websites.
- Set up Employee Advocacy program and training sessions about social media to onboard employees.
- KPIs analysis and reporting (Google Analytics, Google Tag Manager, listening and monitoring tools).

SoftFluent - Paris

Innovative software company

T/O: \$9M

January 2017 - January 2018

Digital Marketing & Communication Manager

Promote the company's offers and attract talents through the web. In charge of team building. 1 person management.

- Developed the digital marketing and communication strategy to generate leads: creating new offers on the website, updating website, SEO/SEA optimization.
- Defined the editorial line on the corporate blog and the content strategy on social media to attract talents: content writing and social media Ads monitoring on LinkedIn, Facebook and Instagram.
- Produced social media content with the Adobe Suite: visuals, videos interviews and motion design.
- KPIs analysis and reporting (Google Analytics, Google Tag Manager).
- Organized participation to a trade show (Microsoft Experience) and team building events.

November 2013 - Dec. 2016

Community Manager / Digital Marketing & Communication Officer

Increase the brand awareness of SoftFluent & RowShare, a brand new product (SaaS), on the web.

- SoftFluent: defined the social media strategy and editorial line on the blog to get more traffic.
- RowShare: implemented user acquisition strategy using SEO/SEA, blog articles and social media Ads.

Wonderzoo Media - Miami

Digital Agency - T/O: \$200k

April 2013 - August 2013

Digital Project Manager

Worked on customer projects such as web design, graphic design, video production (shooting and editing), SEO strategy and social media monitoring.

EDUCATION

IAE Poitiers Business School
2011 - 2013

 Master's degree in Strategic Communication & Management
Poitiers, France

Sup' Communication
2010 - 2011

 Bachelor's degree in Communication
La Roche s/ Yon, France

INTERESTS

Travelling: Europe, China, Indonesia, South Africa, Canada, USA, Peru, Cuba.

Sport: running (Trail, Marathon), soccer.