LAURENT DENIS

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**SKILLS**

**DIGITAL MARKETING**

Audit, brand strategy and roadmap | Inbound marketing, customer channeling & drive-to-store | Lead generation & CRM | POS material copywriting, proofreading | Tender formulation, showing | Account Management | Team recruitment, training, management.

**SOCIAL MEDIA MANAGEMENT**

Strategy & project management | Content production (text, art, video, live), blogging | Publishing & automation | Networks animation, moderation, growth | Customer support, crisis management | Partnerships w/ stakeholders.

**INSIGHT & ANALYTICS**

Google Analytics, FB Insights, TW Analytics | Accounts coupling | Google Tags & FB/TW Pixel implementation | KPI monitoring | Strategy, editorial & publishing optimisation | Monthly/yearly reports.

**ADVERTISING**

Google Adwords (Search & Display), AdSense, FB/TW Ads | Budget management & forecasting | Ad writing, keyword discovery | Targeting, re-targeting | PPC/PPE/PPV campaigns bidding | Optimisation (dedumping, A/B testing with FB/TW teams) | Mailing campaigns (database management, delivery) | Report on budget spend and ROI.

**SEO**

HTML compliance (Meta tags, headings, etc) | Google Search Console coupling | Editorial strategy (keywords, slug, snippet) | White-hat SEO, link building | Google News publishing | Growth hacking.

**WEBMASTERING**

Domain registration and hosting | Website creation via CMS | Design, mockups, dependency chart | User Interface & Experience optimisation | e-commerce layer integration | HTML/CSS tweaking.

**EXPERIENCE**

**ADMIN & SOCIAL MEDIA MANAGER | SWG3**  *(Aug 2017 – Present)*

Creation & implementation of a full social media strategy w/ inbound marketing goals | Content production, publishing and animation of social networks | Ads and mailing campaigns setup, deployment, budget management, PPC/PPE/PPV optimisation | KPIs monitoring, report | Projects to gather leads, User Generated Content | Covering of live events | Customer support, crisis management | Partnerships with PRs and influencers to promote events | Design, copywriting and proof reading of concert posters for print campaigns | Design of on street brand displays.

**QA & CUSTOMER EXPERIENCE REP | POLE TO WIN** *(May 2017 - July 2017)*

Assessment of e-commerce and technical queries through Zendesk software solution | Sourcing in knowledge base to provide efficient troubleshooting | Liaising with internal specialised teams to handle touchy issues (ex. legal complaints) | CRM: identification, database coupling, channeling through studios' online websites | Monitoring of QA metrics, reports with team lead | Optimisation of processes via bugs and trends feedback

**SOCIAL MEDIA MANAGER | FREELANCE** *(June 2016 – July 2017)*

L'Olympia Bruno Coquatrix - Social Media Management | SMARTactif Agency (ChocoClic, ARTactif) - Content creation, consulting, community management | RE/MAX Scotland & Ritchie Mill Business Center: Social Media Consulting.

**COMMUNITY MANAGER | L’OLYMPIA BRUNO COQUATRIX (PARIS)** *(Nov 2013 - June 2016)*

• Raised L’Olympia to 1st place of french concert venues with most engaged FB & TW accounts

• Created “Souvenirs de l’Olympia” in-venue devices, gathering 50-200 leads & UGC/night

• FB/IG/TW Ad campaigns perfs up to 0,02€ PPE/PPV, 0,34€ PPC, 13,35% Eng.Rate, 0,87% CTR

• Live tweeted more than 50 concerts and shows

• Gathered more than 600 000 followers on L’Olympia Twitter account

**COMMUNITY MANAGER | MEDIAVENTILO AGENCY (PARIS)** *(Oct 2011 - Oct 2013)*

• Raised by 121% the yearly social media ROI of Best Western France

• Produced and published about 2000 engagement-oriented content for social networks

• Wrote more than 100 SEO optimised articles for Best Western France’s blog

• Brought 3 000 leads/month to the agency with social media digests

• Lead the digital team during Téléthon 2012 BuzzRoom event

Brands Managed: Best Western France, Téléthon France, Sunweb France, Vacanciel, Aixam, XL Airways France, New-Orleans Tourist Office, Colorado Tourist Office, EMI Music, Electronic Arts, Fondation pour la Recherche Medicale, Randstad France, Vente-Privee, US Ambassy in Paris.

**NETWORKS & SOFTWARES**

Facebook, Twitter, Instagram, LinkedIn, Snapchat, Periscope, Pinterest, YouTube | Photoshop, Premiere Pro, Final Cut | HootSuite, Buffer, TweetDeck | MailChimp, Sarbacane | Wordpress, Joomla | Office & Google Drive Suite, Slideshare, Prezi | Google Alerts, Mention, Synthesio, Visibrain | Flow, FileZilla | Skype, Trello, Basecamp, Balsamiq, ZenDesk.

**LANGUAGES**

French (Native) – English (Fluent)

**EDUCATION**

**Professional training - COMMUNITY MANAGEMENT & SOCIAL MEDIA MARKETING** Mediaventilo Agency - 2011

**Masters degree - ENVIRONMENT, NATURAL HERITAGE AND SOCIETIES**

National Museum of Natural History, 2006 – 2011

**PERSONAL PROJECTS**

**NINTENDO-POWER.COM** Founder & Editor, 2017 - Present

**PLAYER-ZONE.COM** Co-Founder & PR Manager, 2015 - Present

**GAMER-NETWORK.FR** Social Media & PR Manager, 2013 - 2015

**SCIENTIGEEK.COM** Founder & Editor in chief, 2011 – 2014