LAURENT DENIS

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**SKILLS**

**SOCIAL MEDIA MANAGEMENT**

Audit, Strategy and Roadmap | Campaign management | Content production, Scheduling | Monitoring, Moderation | Customer support, crisis management | Event Cover (E3, PGW) | Team Management

**VIDEO & LIVE**

Twitch Live Stream Management, Moderation, Bot Automation, Twitch Extensions & Drops | YouTube Channel Management, Video Editing, Publishing, SEO | Instagram Stories, Facebook Live, Periscope | Live Event Cover | Influencers & Content Creators Management

**INSIGHT & ANALYTICS**

Google Analytics, FB Insights, TW/IG/Twitch/YouTube Analytics | Google Tags & FB/TW Pixel | KPI monitoring | Strategy & editorial optimisation | Reporting

**ADVERTISING**

Google Adwords (Search & Display), AdSense, FB/TW Ads | Budget management | Ad writing, keyword discovery | Targeting | Bidding | Reporting

**WEB**

Design & Website creation (CMS) | Optimisation | Editorial, Blogging | HTML/CSS

**EXPERIENCE**

**SOCIAL MEDIA & VIDEO MARKETING MANAGER | JAGEX (« RUNESCAPE », MMORPG)**

(APR 2018 – PRESENT)

 **SOCIAL MEDIA**
- Create and Develop RuneScape's Social Media strategy
- Support weekly game updates with a high-density Content schedule (Twitter, Instagram, Facebook)
- Moderate social channels, interact with players on a daily basis
- Monitor campaign performances, Weekly KPI reports (Falcon, Iconosquare, Radarly)
- Work with CM Team on player-focused initiatives (Forums, Reddit, Discord)
- Work with Localisation to expand visibility of RuneScape on other markets (FR, DE, PT)
- Facilitate employee advocacy from Dev, Audio, Art teams

 **VIDEO & LIVE**
- Develop RuneScape's Video (YT, FB, TW, IG Stories) and Live (Twitch) Content Strategy
- Build RuneScape's weekly live streams schedule, engage community during streams
- Drive viewers into the game via ad hoc "Twitch Drop" solution (LootScape) and chat bot (Moobot)
- Collaborations with external partners, key influencers and content creators

 **STRATEGY & CAMPAIGN MANAGEMENT**
- Build and Coordinate all Social Media Team Operations at our annual convention (RuneFest)
- Plan and Execute Social Media campaigns for game updates and milestones (Elite Dungeons, etc)
- Create communications plan for the release of RuneScape Mobile Beta
- Work with Publishing teams to deliver successful marketing campaigns (Twitch Prime, Premier Club Membership, Merchandising)
- Audit the state of Social Media within the company (processes, efficiency), Execute optimisation plan
- Work with Head of Social on various team projects (PMP, Trainings, etc)

**ADMIN & SOCIAL MEDIA MANAGER | SWG3 (EVENT)**  *(Aug 2017 – Feb 2018)*

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 (GAMING)** *(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 (MUSIC)** *(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 600K followers on L’Olympia Twitter account

**COMMUNITY MANAGER | MEDIAVENTILO AGENCY** *(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

**NETWORKS & SOFTWARES**

Facebook, Twitter, Instagram, Discord, LinkedIn, Pinterest, YouTube Snapchat | Photoshop, Premiere Pro, Final Cut | Falcon, HootSuite, Buffer, TweetDeck, Iconosquare | MailChimp, Sarbacane | Wordpress | Office & Google Drive Suite, Slideshare, Prezi | Radarly, Mention, Synthesio, Visibrain | Flow, FileZilla | HipChat, Slack, 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