LAURENT DENIS

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**SKILLS**

**SOCIAL MEDIA MANAGEMENT**

Audit, Strategy, Budgeting, Roadmap | Campaign Management | Team Management | Mentoring, Training | Content production, Publishing | Monitoring, Moderation | KPI & Sentiment Tracking, Reporting | Event Cover (E3, Gamescom, PGW, etc).

**VIDEO & LIVE**

Content production (Twitch, FB Live, IG Live Stories) | Video Editing, Publishing, SEO | Moderation, Bot Automation | Twitch Drops Campaigns | Influencers Management | Organic & Paid Activations | Event Support, Live Social Covers

**INSIGHT & ANALYTICS**

Google Analytics, FB Insights, TW/IG/Twitch/YouTube Analytics | KPI Monitoring | Strategy Optimisation

**ADVERTISING**

Google/FB/TW Ads | Budget management | Copywriting, Keyword Discovery | Setup, Delivery, Tracking, Reporting

**WEB**

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

**EXPERIENCE**

**SOCIAL MEDIA & VIDEO MARKETING MANAGER | JAGEX (GAMING: MMORPG)**

(APR 2018 – PRESENT)

 **SOCIAL MEDIA:**

- Own and develop RuneScape's presence on Social

- Manage Social comms on Brand (RuneScape), Corporate (Jagex) and Event (RuneFest) platforms

- Deploy innovative Social experiences to support our game’s campaigns: Facebook and Twitter Bot, Instagram AR filter, Snapchat 3D Lens

- Mentor Social teams working on other IPs

- Lead Social team operations during our annual RuneFest convention, 8 to 12 people

- Coordinate partnership promotions: Corporate (UKIE), Product (Razer), Charities (Prince's Trust)

- Foster knowledge and positive practices of Social within the company: training, guidance

- Support Community initiatives on other platforms: Blog, Reddit, Discord, Forums

**VIDEO & LIVE:**

- Own and develop RuneScape's presence on Live (Twitch, YT/FB Premiere) and VOD platforms (YouTube, FB, TW, IG)

- Build streaming schedule and engage with live audiences

- Grow engagement, retention and conversion with Twitch Drops and Extensions

- Support Content Creators: features, Twitch Drops for selected streamers, Twitch Squads

- Collaborate with Partners and Influencers on paid activations

- Explore new formats and opportunities: Stories, TikTok

**CAMPAIGN & PROJECT MANAGEMENT:**

- Work with Product, Brand, CRM & PR teams to launch successful marketing campaigns: RuneScape Mobile, Twitch Prime, etc

- Overhaul briefing and tracking processes for our social campaigns (Confluence, JIRA)

- Manage relationship with external agencies

- Help Localisation teams expand RuneScape's social presence to sub markets (FR, DE, PT)

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

Creation & implementation of a social media strategy w/ inbound marketing goals | Content production, publishing, animation of social channels | Ads and mailing campaigns, budget management, optimisation | KPIs monitoring, report | Lead-generation projects, User Generated Content | Live events cover | Customer support, crisis management | Partnerships with PRs and Influencers| Design of concert posters, and on-street displays.

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

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

**COMMUNITY MANAGER | L’OLYMPIA BRUNO COQUATRIX (MUSIC & ENT.)** *(Nov 2013 - June 2016)*

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

• Live tweeted more than 50 concerts and shows

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

• 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

**COMMUNITY MANAGER | MEDIAVENTILO AGENCY (TRAVEL, GAMING, MISC)** *(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, YouTube, Snapchat, TikTok | Photoshop, Premiere, Final Cut | Falcon, HootSuite, Buffer, TweetDeck, Iconosquare | RivalIQ, Radarly, Synthesio, Visibrain, PlayerXP | MailChimp, Sarbacane | Wordpress | Office & Google Suite, Slideshare, Prezi | Flow, FileZilla | HipChat, Slack, Trello, Basecamp, Balsamiq, ZenDesk, Zoom.

**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