

## Statement

A passionate, strategic and creative thinker, I have over 10 years of experience in creating and executing global communication campaigns, for the public and private sector. Now based in Athens, I am a political science graduate, native French speaker and bilingual in English.

## Employment

- Oct 2022 – Aug 2024 **Communication Project Manager**  
**French Ministry of Economy, Finance & Industry** – Paris, France
- Establishing high-level communication strategies in a complex environment
  - Advising directorates and ministerial cabinets on narratives, audiences and messages
  - Developing content and campaigns to increase visibility
  - Producing communication materials and ensuring timely delivery of all assets
  - Lead relationships with agencies, ad networks and internal teams
  - Ensure consistency in the Ministry's editorial and digital strategy on relevant topics
  - Responsible for all budget planning, spending, optimisation and reviews
- Managed the multi-million-euro campaign for the tourism sector with a successful track record of 2.1m job applications, spearheaded campaigns on technical issues such as decarbonisation and the green industry bill (media outreach, event planning, content creation), led the creative campaign and photoshoot on France Services*
- Dec 2018 – Oct 2022 **Marketing Manager**  
**Sony Pictures Entertainment** – Paris, France
- Developing and implementing marketing campaigns to build brand visibility
  - Key role in creative branding, including trailers, posters, spots, print material
  - Briefing, designing and optimising media campaigns to push key messages and positioning
  - Overseeing all online communications, including social, newsletters and websites
  - Initiating and negotiating media partnerships to drive value
  - Coordinating multiple workflows, with the HO in LA and other international teams
  - Managing multi-million-dollar marketing budgets and ensuring KPIs are met
- Led a total of 40+ global campaigns, released a film which generated 3x its objective, spearheaded the first influencer/talent stunt with a result of 6.5m views, led the first TV campaign ever for a Sony film in France including event formats*
- Aug 2016 – Dec 2018 **Digital Marketing Coordinator**  
**Sony Pictures Entertainment** – Paris, France
- Developing digital communication strategies for 20+ products overall
  - Coordinating digital media campaigns, national and pan-European
  - Leading the creation and delivery of online advertising materials and social assets
  - Overseeing online communications, including community management, website creation
- Aug 2015 – Aug 2016 **Sales Analyst**  
**Sony Pictures Television** – Paris, France
- Leading revenue analysis and commercial forecasts
  - Managing commercial deals for TV distribution, track the workflow of contracts
- Aug 2013 – Aug 2015 **Product Marketing Executive**  
**Sony Pictures Home Entertainment** – London, UK
- Developing go-to-market strategies for DVD & Blu-ray products in the UK market
- 2010 – 2013 **Internships**
- Universal Pictures France (6 months)
  - Warner Bros. France (6 months)
  - Havas Worldwide in Brussels (6 months)
  - House of Lords in London (3 months)

## Education

- 2010-2013      **Master's degree in European Affairs**, economics and public policy  
Sciences Po Paris
- 2005-2008      **Bachelor's degree in English** with honours  
Université de la Sorbonne Nouvelle Paris 3

## Key skills

Project & budget management  
Media campaigns and strategies  
Content development and distribution  
Communication materials  
International & stakeholder coordination

IT: Microsoft Office, Photoshop CS6, SAP, social media  
Languages: French (native), English (fluent), Spanish, Khmer

## References

David Chalais, Head of External communications, Ministry of Economy & Finance  
Alexandre Bihn, Marketing Director, Sony Pictures France  
Juliette Charreyron, VP Products, NBC Universal UK

## Personal interests

Cinema  
History & politics  
Science & space  
Sports  
Travelling & photography