



Anaïs Lanoiselier

A French Digital Marketing Specialist based in London

Get in touch

anaïs.lanoiselier@gmail.com

+33 6 01 93 15 35

24 years old

www.anaïslanoiselier.fr

Bonjour, it's Anaïs :)

- #Digital and social media lover
- #Projects, campaigns and people manager
- #Strategy, innovation and graphic design enthusiast
- #3+ years experience in digital agency

SKILLS

WHAT I CAN DO FOR YOU

- **DIGITAL STRATEGY CONSULTING**
- **DIGITAL MARKETING, SOCIAL MEDIA & CRM CAMPAIGNS MANAGEMENT**
- **PAID MEDIA CAMPAIGNS MANAGEMENT:** Native advertising, Google AdWords, Facebook ads...
- **PERFORMANCE REPORTING & ANALYSIS:** Google Analytics, Facebook KPI, email campaigns...
- **COMMUNITY MANAGEMENT:** social listening, editorial planning
- **CRM STRATEGY:** emailing campaigns, push notifications plan...
- **PROJECT AND ACCOUNTS MANAGEMENT**
- Client & production team **FOLLOW-UP**

WHICH SOFTWARES I CAN MANAGE

- **DIGITAL, PAID & CRM MARKETING:** Native advertising (Taboola, Outbrain, Ligatus...) / Google AdWords / Google Analytics (certified in 2017) / Google Data Studio / Amplitude / MailChimp
- **SOCIAL MEDIA:** Facebook Business Manager / Hootsuite / Buffer / TweetDeck
- **PROJECT MANAGEMENT:** GanttProject / Merlin project
- **GRAPHIC DESIGN:** Illustrator / InDesign / Photoshop
- **TECHNICAL:** HTML / CSS, Axure (wireframe software), WordPress and other CMS
- **SOFTWARE:** iWorks packages, Microsoft Office packages, Google Drive

I CAN SPEAK

- 🇫🇷 **French:** native speaker
- 🇬🇧 **English:** professional working proficiency (TOEIC : 835 pts)
 - Very good oral & written comprehension
 - Fluent communication & expression

I AM CERTIFIED & TRAINED IN

- **AEC® Method:** Colors profil management
- **Design Thinking:** Research Paper in 2016
- **Blue Ocean & Growth Hacking:** Basic notions

WHAT WE SAY ABOUT ME

- Rigorous & analytical mind
- Persistent & love challenges
- Innovative & curious
- Love job well-done
- Reactive & efficient
- Fast learner & reliable

INTERESTS



Decoration & design



Travels



Personal development



Basketball (12 years)

PROFESSIONAL EXPERIENCES

GROWTH MARKETING EXECUTIVE - FR & DE

Since Aug. 2018

PERFORMANCE MARKETING MANAGER

Nov. 2017 - July 2018

- 🏠 **CLIENT:** Real estate product for the French Market.

DIGITAL MARKETING PROJECT MANAGER

Sept. 2015 - Oct. 2017 (2 years and 1 month)

- 🏠 **ACCOUNTS:**
 - #Bledina: Danone brand - baby food
 - #Gallia: Danone brand - baby food

JUNIOR DIGITAL PROJECT MANAGER

Jan. 2015 - July 2015 (6 months)

DIGITAL & SOCIAL MEDIA EXECUTIVE

Sept. 2014 - Feb. 2016 (1-year and 6 months)

DIGITAL EXECUTIVE

March 2014 - June 2014 (4 months)

UNIDAYS IN LONDON (UK)

- > Leading the Member Acquisition Strategy and Brand Awareness for France & Germany.
- > Identifying, implementing, testing and measuring new growth tactics and innovative acquisition methods such as Paid Media, Marketing Partnerships, PR and Social Media, Events, Influencer Marketing

CONVERTIZE - MEDIA AGENCY IN LONDON (UK)

- > Management of online paid, social & native advertising campaigns for lead generation (*up to 5000 leads collected per month*)
- > Analysis and optimisation of the campaigns on a daily basis
- > Management of significant budgets (*up to 150k per month*)
- > Daily, weekly and monthly reporting
- > Implementing and testing new creative messages & ads optimisation
- > Interfacing with major networks (*Outbrain, Taboola, Ligatus, Yahoo...*)

🏆 KEY ACHIEVEMENTS

- #1 Found brand new content that converted very well reducing investments and increasing revenues
- #2 Introduced new ways of campaigns management and achieving one of the best monthly-margin of the year in May 2018 (*50% margin*)

INSIGN - DIGITAL AGENCY IN LYON (FRANCE)

- > Social media & digital marketing campaigns management
- > Strategic recommendations & consulting
- > Project management: clients follow-up, intern coordination, schedules & budgets management
- > KPI's follow-up & performance analysis

🏆 KEY ACHIEVEMENTS

- #1 Managed a strategic project of a web serie achieving the most important & innovative project of the year for Gallia and the agency.
 - ✔ **2+ million view on Youtube for the 5 episodes**
- #2 Creation of a Facebook live campaign for the 1st time for Bledina. Management of a « social room » within the agency during 2 days
 - ✔ **An average engagement rate of 3.5% for the campaign**
 - ✔ **8 million users reached on Facebook**
 - ✔ **300+ memes were produced in live for the customers**

INTERNSHIP

INSIGN - DIGITAL AGENCY IN LYON (FRANCE)

- > Digital projects management : clients follow-up & intern coordination
- > Schedules, budgets & benchmarks
- > Videos and websites conception

Accounts: Botanic (gardening brand), BEABA (baby brand), Cegid, Bledina & Laboratoire Gallia (baby food).

FREELANCE

MEET ME UP - STARTUP IN FRANCE

- > Digital strategy consulting
- > Social media management
- > Website creation (WordPress)
- > Communication supports creation: prints, flyers, press kit...

INTERNSHIP

COWORK IN GRENOBLE - COWORKING SPACE IN FRANCE

- > Multilingual website: schedule, budget, conception and development (WordPress)
- > Communication supports: prints, flyers...
- > Formation for the website management

EDUCATION

SUP DE PUB - INSEEC

2014 - 2016
Lyon (France)

DIGITAL MARKETING & SOCIAL MEDIA MBA

Digital strategy / E-commerce / Mobile marketing / SEO - SEA / Web Analytics / Business development

VALEDICTORIAN

UPMF UNIVERSITY

2013 - 2014
Grenoble (France)

VISUAL COMMUNICATION BACHELOR DEGREE

Digital / Communications / Project management / Graphic design / Marketing

VALEDICTORIAN

J. FOURIER UNIVERSITY

2011 - 2013
Grenoble (France)

WEB & MULTIMEDIA HIGHTER NATIONAL DIPLOMA

Communications / Digital / Marketing / Web development / Graphic design / Web design

JEAN MOULIN HIGH SCHOOL

2008 - 2011
Albertville (France)

FRENCH SCIENTIFIC BACCALAUREATE

Mathematics & Plastic Arts specialized subjects

WITH HIGH HONORS

My LinkedIn profile for more details!

I am also tweeting ;)

And writing some stories!