



# Anaïs Lanoiselier

A French digital marketing specialist looking for a new challenge in London!

## Get in touch

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24 years old

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## 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...
- Digital projects **CONCEPTION & 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 AM CERTIFIED & TRAINED IN

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

### I CAN SPEAK IN

- French:** native speaker
- English:** professional level (TOEIC : 835 pts)
  - Very good oral & written comprehension
  - Fluent communication & expression

### 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

### ONLINE ACQUISITION MANAGER

Since Nov. 2017

### CONVERTIZE - MEDIA AGENCY IN LONDON (UK)

- > Management of online paid, social & native advertising campaigns for leads generation (up to 5000 leads collected per month)
- > Analysis and optimisation of campaigns on a daily basis
- > Management of significant budgets (up to 100k per month)
- > Daily, weekly and monthly reporting
- > Implementing and testing new creative messaging & ads optimisation
- > Interfacing with major networks (Outbrain, Taboola, Ligatus, Yahoo...)

### DIGITAL MARKETING PROJECT MANAGER

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

### 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

**Accounts:** Blédina & Laboratoire Gallia (baby food).

**Main projects:** 5 social media campaigns (FB & IG) for Blédina, emailing contact plan (CRM) for a new loyalty program for L. Gallia, a 5 episodes webserie for L. Gallia

### 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, Blédina & 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...

### FREELANCE

### CHALETS JOGUET IN FRANCE

- > Communication strategy consulting
- > Website production & web design
- > Visual identity: logos, prints...

### INTERNSHIP

### COWORK IN GRENOBLE - COWORKING SPACE IN FRANCE

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

### FREELANCE

### LIBERTYTEL - STARTUP IN FRANCE

- > Visual identity creation: logo, branding, flyers...
- > Social media management: community management & graphic design

## 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

### UPMF UNIVERSITY

2013 - 2014  
Grenoble (France)

### VISUAL COMMUNICATION BACHELOR DEGREE

Digital / Communications / Project management / Graphic design / Marketing

### 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

### VALEDICTORIAN

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My LinkedIn profile for more details!

I am also tweeting ;)

And writing some stories!