

Franck Largeault

Marketing & Communications

with a heavy digital tint



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EXPERIENCE



Consumer Marketing Manager

📅 Since May 2012 – 📍 Villefontaine, France

Major achievements: CITYTRAIL™ iOS & Android app Launch, eCorners & Survey tools creations

Communications Strategies: achieve local excellence in communication for Salomon, Atomic, Suunto, Wilson...

Media Buying (on & offline), Website (wireframing, management, analytics), Lead Acquisition, Localization, PR (overall budget > 1M€)

South Europe Digital Coordination: influence & support key zone stakeholders to enforce a digital vision

Social Media: Management of 7 community managers: content, activation, community building

Tools: Conception and implementation of a set of innovative webtools (digital in store corners, surveys...)



Digital Projects Manager

📅 January 2010 – May 2012 – 📍 Paris, France

Major achievements: leading change and digital investments in major French companies (Casino, General Mills, Eurostar...)

Social Media: Creation and management of KR Media's first Social Media Unit: Media Buying (Turnover 2M€), community management consulting.

Account Management: Digital Media consulting for strategic accounts: recommendations, operational execution and data analysis : SEM / SEO / display / affiliation / social media (Turnover 1.5M€)

Tools & Analysis: creation of reporting dashboard models for digital investments (with Excel VBA)

Media Studies: Behavioural studies & analytics (A/B testing, surveys)



Digital Communications

📅 2007 – 📍 Wellington, New-Zealand

Web Project Management: website relaunch : requirements analysis, specifications, RFP

Dashboarding: CarboNZero certification lead : reduce carbon emissions & costs (offset)

Communications: Visual Identity (PowerPoint template, DVD menus...), Events Management

MINDSET

*"What is my goal for next year?
What did I do today to reach it tomorrow?"*

SKILLS

Project lead & management
Analytical Mindset
Data Analysis & Dashboarding
Media Planning and Buying
MS Office Expert

LANGUAGE

English (Bilingual) ★★★★★
French (Mother tongue) ★★★★★
German (Academic) ★★★☆☆

EDUCATION

MSc in Management Neoma Business School

📅 2005 – 2009 – 📍 Reims, France

Majors: Communications, Marketing, IT

Research Dissertation: Compared

Memorization of web ads:

franck.largeault.net/preconscious-memorization-of-ads/

English Literature Degree Paris VII University (Denis Diderot)

📅 2003 – 2005 – 📍 Paris, France

Majors: Linguistics, Media history

OTHERS

Passionate about sports



Chief Editor of an outdoor and running blog since 2010: runningsolidaire.net
Cancer research fundraiser

Care for more?

My portfolio is online: goo.gl/Dnb9kJ

Or head to my blog: franck.largeault.net