

# Franck Largeault

Marketing, Communications & PR  
with a heavy digital tint



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## EXPERIENCE



### Consumer & Digital Marketing Manager

📅 Since May 2012 – 📍 Villefontaine, France

**Major achievements:** road running launch (CITYTRAIL™ app iOS & Android Launch, eCorners (eShop in Shop tool))

**Communications & Digital Strategies:** achieve excellence in communication for Salomon, Atomic, Suunto, Wilson...

PR (2 agencies managed locally) Media Buying (on & offline), Website & online Tools developments (wireframing, management, analytics), Localization (overall budget > 1M€)

**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, coach management)

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



### Digital Projects Manager

📅 January 2010 – May 2012 – 📍 Paris, France

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

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

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

**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

Digital strategies  
Media Planning and Buying  
Data Analysis & Dashboarding  
Project lead & management  
PR  
MS Office Expert (with some VBA)

## 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/](http://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](http://runningsolidaire.net)  
Cancer research fundraiser

Care for more?

My portfolio is online: [goo.gl/Dnb9kJ](http://goo.gl/Dnb9kJ)

Or head to my blog: [franck.largeault.net](http://franck.largeault.net)