

Franck Largeault

Marketing & Communications

with a heavy digital tint



✉ franck.largeault@gmail.com
☎ +33 6 74 800 317
🌐 franck.largeault.net
🐦 @francklargeault

EXPERIENCE



Export EMEA Digital & Marketing Manager

📅 Since April 2018 – 📍 Munich, Germany / Home office - France

Marketing Strategy: Adapt the global the Amer Sports brands strategies to the local needs of the 50 Export markets –from Estonia to South Africa and from Iceland to Kazakhstan

Coach, Guide and influence key stakeholders internally and at the local distributor level on all marketing-related topics

Consumer Marketing Manager France

📅 May 2012 – April 2018 – 📍 Villefontaine, France

Major achievements: Apérún Tournée, Coaches management tool

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

Media Buying (on & off), Lead Acquisition, PR (budget > 1M€)

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

Tools: Conception and implementation of a set of innovative digital tools (grassroots management, e-tail suites, webapps)



Digital Project 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 / affiliate / SoMe (Investment managed > 1.5M€)

Social Media: Creation and management of KR Media's first Social Media Unit: Media Buying (Investment > 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...)



Digital Communications

📅 2007 – 📍 Wellington, New-Zealand

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

Dashboarding: CarboNZero certification lead (carbon emissions neutrality)

Communications: Visual Identity, Events Management

MINDSET

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

SKILLS

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

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
(even if it's not updated regularly ☺)