



LORIS BRICARD

Sr. DIGITAL PLANNER

Contact

loris.bricard@gmail.com

+44 77 2978 9632

www.Lorisbricard.com

W2 5AD, West London

Skills

Digital Project management

Media Planning

Paid Social

E-commerce

Data analytics

Languages

French: Native speaker

English: Professional

Spanish: Beginner

PROFILE

A proactive Senior Media Planner with more than 6 years' experience in digital including 3 years in media. Rich background managing international digital projects and large-scale campaigns across different channels including paid social, programmatic and search.

PROFESSIONAL EXPERIENCES

PHD Senior Digital planner at PHD Media
London, United-Kingdom | Jul 2022 - Present

Clients: The North Face | Expertise: Paid Social & Programmatic

- Liaising with the client, maintaining good relationships and managing their expectations on strategy and deliverables.
- Own Social Ecom campaign, including testing new formats and audiences, preparing peak season, presenting weekly performance and QBRs with the client.
- Ensuring the ongoing improvement of the financial process and training of buyers.

Social Paid Media Planner at PHD Media | Mar 2021 - Jul 2022

Clients: The North Face | Expertise: Paid Social

- Creation of media plan using innovative placement and format - Manage resources for campaign setup, performance optimisations, weekly reports, PCA presentations.
- Managing buyers and allocating tasks according to the campaign workload by ensuring training and effective communication.

Social Paid Media Executive at PHD Media | Dec 2019 - Mar 2021

Clients: The North Face | Expertise: Paid Social & Search

- Supporting social and search managers in campaign delivery, daily budget optimisation and improving reporting process with Data Studio report creation.

 **Digital & Data Project Manager at Merck Group**
Lyon, France | Oct 2018 - Dec 2019

- Key contact in the implementation of website and Business Intelligence projects - Own project work-streams ensuring fluid communication between web agencies and product managers.
- Liaising with the creative team to launch email marketing campaigns by managing deliverable expectations to meet timelines.
- Ensuring patient database accuracy with the CRM team and manage audience tracking in compliance with legal and GDPR requirements.



Digital Project Management Apprentice at SEB Group
Lyon, France | Sep 2017 - Sep 2018

- Key point of contact between global, regional & web agency teams, facilitate and coordinate complex web projects ensuring assets are delivered to strict deadlines.
- Supporting the delivery of the go-to-market roadmaps for media campaigns.
- Harmonisation of the Youtube channels of the 32 brands of the Seb group EMEA with the creation and deployment of best practices and training of local markets.



E-commerce Traffic Apprentice at Oletal
Lyon, France | Oct 2016 - Sep 2017

Management of the e-commerce website, SEO and social ads of a small company.

Certifications

IPA Foundation Certified
Meta Creative Strategy
Meta Media Planning
Meta Media Buying
TOSA Microsoft Excel
Google DV360

Platform expertise



Facebook Ads
Expert



TikTok Ads
Expert



Twitter Ads
Expert



Snapchat Ads
Expert



Teads Ads
Advanced



DV360 Ads
Advanced



Google Ads
Proficient

Hobbies

Entrepreneurship
Webdesign
Cooking

EDUCATION

Master of Science | Project Management & Business Engineering

INSEEC School MSc & MBA | Lyon, France | Sep 2018 - Feb 2019

- Account management, key account strategy, project financing, and planning management.
- Final Master's thesis on data-driven marketing (1st class)

Master's Degree | Advertising and Digital Marketing Strategy

SUP DE PUB Advertising School | Lyon, France | Sep 2016 - Sep 2018

- Advertising, brand strategy, digital activation, and communication.
- Startup creation plan: Communication strategy (Matrix AARRR), POC testing, Presented to a jury (1st class).

Bachelor's Degree | Business Management & web marketing

University of Lyon 1 | Lyon, France | Sep 2015 - Sep 2016

- Business finance, business law, economics, accounting, business strategy, and management.
- Digital project management, e-commerce, website creation, digital strategy, HTML/CSS web-design.

ENTREPRENEURIAL EXPERIENCE

Co-founder of Ozyss

London, United-Kingdom | Feb 2020 - Present

- Ozyss is a web design agency providing services tailored to musicians' needs.
- Co-creation of the branding, logo, concept, and website of Ozyss.co.
- Managing clients' website creation ensuring client satisfaction throughout the project implementation.
- Creating social media content in line with the audience's affinities.
- Implementing a traffic acquisition and lead generation strategy with paid social.
- Administrative and legal management, billing, and finance.

TOOLS



Excel
Expert



G. Data Studio
Expert



G. Analytics
Advanced



Power Point
Advanced



JIRA
Proficient



Media Ocean
Proficient