

LORIS BRICARD

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(Moving to London in
December 2019)



www.lorisbricard.com



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LANGUAGES

French :
Native speaker

English :
Advanced

Spanish :
Basic



PROFESSIONAL EXPERIENCES // Apprenticeships

Jr. Digital Multi-Channel Manager

MERCK GROUP | Pharmaceutical company | Lyon , France - Sept 2018 to Dec 2019

- Coordination of digital acceleration projects and development of analysis performance:
- Deployment of digital solutions to help patients and healthcare professionals:
 - Fertility website and 2 landing pages: Working with product managers, creative team and agencies to ensure results.
 - Project management, project follow up, monitoring plan, legal compliance, User experience.
- Creating and updating 6+ mobile applications:
 - Project management: briefs writing, monitoring plan, ensuring deadlines, coordinating stakeholders, GDPR compliance, establishing the KPIs, User experience.
- Creation of the monthly digital performance reports, insight analysis and giving recommendations to business units.
- Creation of an analytics platform to automate the digital performance reports:
 - Monitoring plan, assessment of Business Intelligence tools, agency briefing on the platform's development, analysis of user journey, use cases and KPIs definition, workshops and trainings.
- Management of the email marketing campaigns on Salesforce:
 - Briefs writing for the creative team, defining the audience, planning and configuring campaigns, creation of performance reports.

Jr. Digital Media Project Manager

SEB GROUP | Small Domestic Appliances | Lyon , France - Sept 2017 to Oct 2018

- Participation in the deployment of the international group's media and digital strategy. Assisted the media activation team by carrying out several projects:
- Participation in strategic brainstorming on multimedia and digital campaigns (display, branding, social media, OOH, TV...):
 - Supported the creation of the media road-to-market guidelines by collecting information on the target audience, budgets, and trends.
- Creation of guidelines and best practices for subsidiaries for their brand content and media buying on YouTube:
 - Audited the groups' 160 channels, assessment and project monitoring, information search on best practices and writing guidelines for markets.
- E-commerce, Content Push & User-Generated Content (Flixmedia & PowerReviews):
 - Coordinated & tracked deployment of new tools across 5+ countries as well as providing guidance to over 12+ markets to increase performance and data analysis.

Jr. E-commerce Traffic Manager

OLETAL | Retail and e-retail | Lyon , France - Sept 2016 to Oct 2017

- Optimisation of online sales by managing the acquisition and conversion strategies:
 - Increased the online sales by 10% by leading an e-commerce performance strategy with a combination of Social Ads, Google Ads, newsletters, and Amazon Marketplace.
- Activation of the monthly promotion schedules with Display, SEA, Socials ads, and leaflets:
 - Benchmarked other brands to stay competitive and find communication ideas.
- Creation and communication of the monthly data studio report and online sales performance to the top management.

Jr. Digital Media Manager

EXAUR | Accounting firm | Lyon, France - Sept 2015 to Sept 2016

- Created NumeriPaye's brand identity + creation of its Wordpress website : numeripaye.com + media activation for the brand
 - Increased inbound sales inquiries over 20% thanks to the media activation on GoogleAds, FbAds, Newsletters, Content SEO. Developed a modern accounting firm image.

EXPERTISES

Project management

Digital and media Activation

Digital Strategy

Media planning

Data management

E-commerce

SOFT SKILLS

ROIst vision

Teamwork

Well organised

Strong analytical skills

Data driven decision making

PERSONAL

Curious

Creative

Optimistic

Spontaneous

Adventurous

EDUCATION

Master of Science | BtoB Marketing

Specialized in account and project management

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

- All classes given in English, including: leadership, key account strategy, project financing, planning management ...
- Final master's thesis about data-driven marketing (grade of 18/20)

Master I & II | Advertising and Digital Marketing Strategy

Specialized in e-commerce and digital advertising

Sup De Pub Advertising school | Lyon, France - 2016 / 2018

- Classes: advertising, brand strategy, digital activation and communication.
- Startup creation plan: Communication strategy (Matrix AARRR), POC testing (<https://pulse.lorisbricard.fr/>), Presented to a jury of investors. (grade of 16/20)
- The Sup de Pub challenge: Created a product launch strategy for Handicap International (4th out of 15 teams). More about the Sup De Pub challenge [here](#).

Bachelor | Business Management

Specialized in e-business and webmarketing

Lyon 1 University | Lyon, France - 2015 / 2016

- Project management of the e-commerce website creation for a fashion hand bag designer - writing the website specifications, e-commerce website creation and launch media strategy.

French Higher National Diploma in Business (DUT)

Specialized in Business and Administration Management

Lumière Lyon 2 University | Lyon, France - 2013 / 2015

- Two-year university degree with finance, economics, accounting ...

TOOLS



G. Ads
Proficient



G. Analytics
Proficient



G. Data Studio
Proficient



Excel & Power Point
Advanced



JIRA
Proficient



Marketing Cloud
Proficient

HOBBIES



SWIMMING
excel



READING
team



TECHNOLOGY
discover



ENTREPRENEURSHIP
create



REFERENCES



International Media Manager

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MERCK

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