# LORIS BRICARD

www.lorisbricard.com

### CONTACT



loris.bricard@gmail.com



48 rue Sergent Blandan 69001 Lyon, France

(Moving to London in December 2019)



www.lorisbricard.com



linkedin.com/in/ lorisbricard/

### 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 : <u>numeripaye.com</u> + 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** 

# 

#### 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

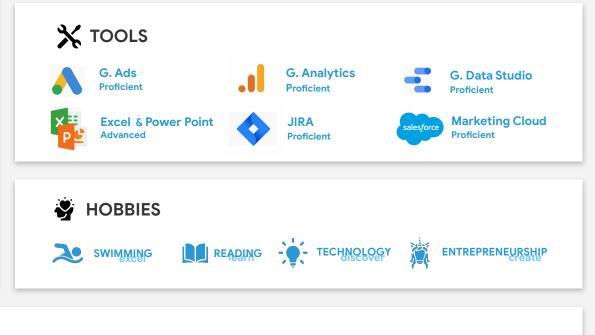
Lyon 1 University | Lyon, France - 2015 / 2016

• 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 ...





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# **REFERENCES**

**International Media Manager** 

**Claire DARCHY** +33 6 62 92 37 65 cdarchy@groupseb.com



#### **Head of Digital Marketing**

Virginie VIALE-AVANDETTO +33 6 77 05 73 95 virginie.viale-avandetto@merckgroup.com