



ELODIE MARIE DUFFAU

DIGITAL MARKETING SPECIALIST

CONTACT

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SKILLS

- Web Design Photoshop / InDesign / Illu
- UX design / Analytics notions
- CMS (Wordpress, Drupal..)
- HTML / CSS
- Social Media
- Native French
- English (TOEIC 920), Spanish (B2)

EDUCATION

MASTER // DIGITAL MARKETING & E- COMMERCE

INSEEC Business School - Bordeaux
2016-2018

BACHELOR // WEB BUSINESS

ESCEN Business school - Bordeaux
2012-2015

emd

DIGITAL MARKETING CONSULTING

FREELANCE

DIGITAL MARKETING CONSULTING

Remote | feb 2020 - now

Working mainly with small Business to build their Marketing Strategy and grow their notoriety to drive sales. Part of my missions are :

- Community Management
- Web Design
- Corporate branding
- Paid campaigns management

EXPERIENCE

DIGITAL MARKETING & COM - DISNEYLAND PARIS

Marne la Vallée | aug 2017 – nov 2019

- Elaboration of a marketing plan (including different departments; social media, inside communication, press release).
- Coordination of the editorial line; Analysis of the KPI results (sales and marketing actions).
- Creation of agency's brief for content visuals and communication activations.
- Participation in the Merchandise innovation development projects.
- Organization of merchandise events to promote products releases.

DIGITAL MARKETING - BANANA MOON

Monaco | 2016 – 6 months

- Development of marketing campaign through the press agency.
- Development of a digital strategy (contest, animation plan,...).
- Content for bananamoon.com; Management of Social Media and Blog..
- Organization and management of photoshoots, and Fashion Show.
- Press and bloggers relation.

WEB MARKETING - NEWS REPUBLIC

Bordeaux | 2015 – 4 months

News Republic is a worldwide mobile application about News.

- Worked alongside the marketing team creating Social Media campaigns.
- Animated the application with surveys and push notifications.
- Managed the E-CRM by answering to emails, and google play comments.
- Managed also Appy Geek and Appy Gamer applications in autonomy.

WEB PROJECT MANAGER - CLIP VAKANTIES

Leuven, Belgium | 2014 - 4 months

- Development of video content to promote the camps.
- Development of two websites with Wordpress.
- Designed promotional leaflets.