



WEB CONTENT & SOCIAL MEDIA MANAGER

MARTINE LESPONNE



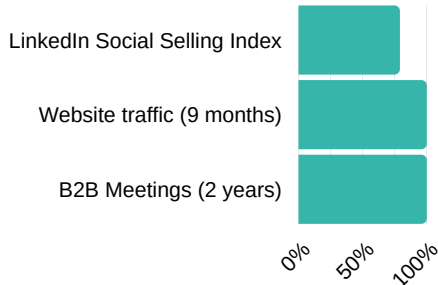
PROFIL

I am a sales and digital marketing professional looking for supporting businesses in their Internet journey, targeting fast and great results.



TEAMWORK CREATIVITY PROACTIVITY

FACTS & FIGURES



- Used to boosting partners networks

SKILLS

- Writing skills: copywriting, blogs, newsletters
- Fluent English, French native, Italian
- Using Web content creation, project and analytic tools.
- Preferred sectors



TECH



F&B



INTERNATIONAL

PROFESSIONAL EXPERIENCE

WEB CONTENT & SOCIAL MEDIA MANAGER FREELANCE

Numipro – Think and Go Digital | 2019 – Today

- Digital Marketing/Communication strategy, action plan and tracking, social media editorial plan, content creation on LinkedIn, Twitter and FaceBook, Google Ads campaigns for NumiSchool, a STARTUP project.
- FaceBook and Instagram community manager in English and Italian for IRentYouShare, a STARTUP car sharing platform. Creating regular and ad campaign contents * nov 19– feb 20.

SALES & DIGITAL MARKETING ROLES ON B2B MARKETS

International business network, digital project manager | 2019

- Website and social media AUDIT. SEO content advice. Design and prototyping of a collaborative platform: design thinking and functional mock-up.

French Chamber Singapore, head of business services | 2014 – 2018

- In a competitive environment, promoting our services through digital marketing and communication: Web strategy / SEO copywriting in French and English / LinkedIn and Twitter editorial plan, marketing and content.

Tech. network, business development manager | France, 2011 – 2014

- In a hardly reducing finances' context, setting up a new strategy and a communication plan with a new website on WordPress, PR and social media strategy on LinkedIn and FaceBook, content creation.

EDUCATION

Mastere degree in digital management 2019–2020

From ESSCA Paris, Business School

- 6-month professional thesis on conversational commerce and chatbots.
- Digital marketing, mobile-only strategies, Web marketing, social media.
- Innovative Business models, Design Thinking
- Ecommerce, UX Design, Mockups
- Scrum Agile Method theory and practice

PhD in food science, flavoring specialty 1994

From AgroSup Dijon, University of Burgundy