

MARKETING COMMUNICATION DIGITAL



Laura Strelezki

"L'art de converser"

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Community management and
web site optimization

Public/Press Relation and blog

Operational and Event
Marketing

EDUCATION

2012 Master of Marketing and Communication

IAE – Graduate School of Management Toulouse University, France

2010 Vocational Degree (Bachelor) of Marketing

IAE - Graduate School of Management Toulouse University, France

2009 Commercialization Strategies Higher National Diploma (2 years diploma)

IUT University Institute in Technology Paul Sabatier Toulouse 3, France

2007 High School Diploma in Economics and Social Sciences option English, France

WORK EXPERIENCE

March 2014

Self-employed person

Blog Founder : www.onedboard.com

September 2013 –

MARKETING and COMMUNICATION MANAGER

February 2014:

My Internet Company – agency of digital communication

Marketing strategy, digital communication, budget and planning management.

Operational and Monitoring. Customer and Supplier Relationship Management

Branding strategy of My Internet Company.

STRATEGY – WEBMARKETING – PRESS AND BLOG RELATION – PRINT – EVENT – MANAGEMENT

May 2011 –

Marketing and Communication Department

August 2013

Midi Capital, branch of **Bank group BPCE** – Finance/Private Equity

- July 2012 – August 2013: **MARKETING and COMMUNICATION MANAGER**

- October 2011 – June 2012: COMMUNICATION MANAGER – *apprenticeship contract*

- May 2011 – September 2011: MARKETING AND COMMUNICATION ASSISTANT MANAGER – *internship*

STRATEGY – WEBMARKETING – PUBLIC, PRESS, BLOG RELATION – PRINT – EVENTS – MARKETING – SALES – INTERNAL COMMUNICATION

October 2008 –

COMMUNICATION MANAGER

July 2009

SARL Oxygen – Event Stage

Short term student contract (6 months), Intership (2 months), Short term contract (2 months).

WEBMARKETING – PUBLIC/PRESS RELATION – PRINT – MARKETING - SALES – EVENTS - MANAGEMENT

OTHERS EXPERIENCES

December 2009

SALES ASSISTANT – *student contract*

– February

Princesse Tam Tam – Fashion, Prêt-à-porter

2011 :

SALES

2008 – 2011 : **HOSTESS CHIEF, HOSTESS, STREET MARKETING** –

Student contract

Agencies: City One, Intervalles...

Brands: Citroën, Diesel, Coca-Cola, Acadomia, BMW, TFC...

PR – MANAGEMENT – SALES

September

PROJECT MANAGER

2009 :

Organization of the event « La nuit de la Mode Acte 2 » - Casting and fashion show

PR – PRINT – EVENT

December

PRESIDENT of Association **Festiride** in

2007 -

cooperation with the international film festival of Free-Ride – Ski & surf

March 2009 :

MARKETING – EVENT – PRESS RELATION – VENTE WEBMARKETING

August 2009 :

COMMUNICATION ADVISOR – *Voluntary*

Association « Aurade Moto Sport » - Automobile

STRATEGY - PRINT – EVENT

January













Sales Assistant - *Internship*

2008 :

Nauroy Industries - Aeronautical

EVENT – SALES

PROFESSIONAL SKILLS

	STRATEGY	Mix Marketing, define goals, targeting and product positioning for a brand by using media communication and other communication technics.
	WEBMARKETING	Email marketing and newsletter, social network and social media marketing, SEM and SEO, display, remarketing, affiliation, banners ad, web redaction, website optimization, creation and strategy for a viral video.
	PUBLIC/PRESS RELATION AND BLOG	Press release and package, timetable, conference, relationship, Press review and blog ... Consumer and press specialists – Regional and national
	PRINT	Logo, chart identity, business card, sales brochure, magazine...
	EVENTS	Organization of stands for national and international exhibitions, product launch, roadshow of conferences, cocktails, business lunch, teambulding, sponsoring and partnership, theme events.
	MARKETING	Competitive intelligence, market research and audit
	SALES	Welcoming, needs analysis, sales negotiation and customer relationship management
	MANAGEMENT	Internal Communication: newsletter, events, teambulding... Recruiting, training, team management, distribution of tasks, planning scheduling, conducting meetings.
	PACK OFFICE	Expert : Word, Excel, PowerPoint, Access
	ADOBE SOFTWARE	Knowledge : Photoshop, Indesign, Illustrator, Dreamweaver
	OTHER PROGRAMS	Sphinx, SPSS, Mailjet, Mailchimp, Google Analytics, Google Adwords...
	FRENCH ENGLISH SPANISH	Mother tongue (+++) Basic (+) Fluent (++)

INTEREST AND MORE ABOUT MYSELF...

Born in
TOULOUSE



Dance
a lot 

DRIVING
Lessons 


about
PASSIONATE
ENTREPRENEUR'S STORIES

FOUNDER OF

BLOG

 | LOVE
FASHION

