# Sylvie GAILLARD

# DIGITAL COMMUNICATION & MARKETING MANAGER



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curious



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# **WORK EXPERIENCE**

#### Since March 2019

#### **EVENT COORDINATOR**



- Organization and planning of team buildings and incentives
- Drive liaison officers deploying Vinci Autoroute strategy
- Emailing + website redesign and content update

#### July - Dec. 2018

#### **EVENT COORDINATOR**



#### **Coordination of global events**

Support the event manager to organize, plan and budget global events (WSAVA, Vet Symposium, World Dog Show...)

#### Digital website

- Lead the implementation of a website for the Vet Symposium
- Develop a Vet-TV website mockup promoting Vet services

#### 2016 - 2017

#### **DIGITAL PRODUCT MANAGER**



- Liaise with Official eshops partners (Samsung, Sony, Huawei, Cat, Kodak, HTC, Parrot, Orange...) to define digital and promotional strategies (giveaways, coupons, discounts...)
- Make the bridge with IT to design eshops & deploy promotions
- Sourcing / purchasing of mobile phones & accessories
- Reporting / stock and price management

## **EXPANSYS**

#### 2006 - 2016

#### **DIGITAL COMMUNICATION / WEB-MARKETING**

### **Communication Management**

- Work closely with purchasers to build B2C marketing actions to develop customer acquisition / retention (newsletter, blog, cross-selling, promotions, special pages...)
- Improve Web ergonomics and Customer Value Optimization
- Create & deploy promotions and editorial content on websites **Traffic & Community Management**
- Google Adwords & Shopping Ads / Analytics (Google Certified)
- Social Media / Netlinking with external High-Tech bloggers

#### SHORT TERM CONTRACTS - 2002 to today

**MYSTERY SHOPPER / COMMUNITY MANAGER BILLING ASSISTANT – CHRU MONTPELLIER HOSPITAL EVENT ORGANIZER (57th Fair of Montpellier) - ENJOY CUSTOMER RELATIONSHIP ASSISTANT – IBM FRANCE** TRAVEL AGENT - SOUTH PACIFIC TOUR (Tahiti)

























**2020 - TRAINING SEO – AIT CONSULTANTS** 

2018 - TRAINING AGILE METHODS - APLOSE

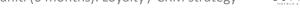
2003 - TRAINING CAP/CAD - OBJECTIF 3D

Graphic designer (3 months)

**ORCHESTRA** 

2002 - DESS MARKETING - MONTPELLIER 1 UNIVERSITY

Operational marketing & Business development Tahiti (6 months): Loyalty / CRM strategy



2001 - MASTER LEA - MONTPELLIER 3 UNIVERSITY

Business & Commerce (English - Italian - Chinese) Communication & Catering services Venice (2 months) + San Francisco (2 months) so























