

Sylvie GAILLARD

DIGITAL COMMUNICATION & MARKETING MANAGER



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<http://www.sylvie-gaillard.fr/en/>

proactive curious
Communication
e-marketing Digital
geek agile Teamworker
e-commerce
organized CRM
B2C/B2B friendly
customer focus petlover



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

Wolfcom

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...)

ROYAL CANIN

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

brandpath

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

EXPANSYS
a brandpath company

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)



EDUCATION

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

SOFITEL
HOTELS & RESORTS

2001 - MASTER LEA – MONTPELLIER 3 UNIVERSITY

Business & Commerce (English – Italian - Chinese)

Communication & Catering services

Venice (2 months) + San Francisco (2 months)

SOFITEL
HOTELS & RESORTS



SKILLS



LANGUAGES

