

Designer / Digital Marketer, realize or supervise all process of the conception and the realization of the design, the animation and the sound illustrations of visual identity, digital projects (Web site , online advertising, print, tvc ...).

Strong creativity and innovation, open-minded to the clients or the head of coporate's expectations, while ensuring ergonomics, accessibility and aesthetics of creations and interfaces.

EXPERIENCES



**Designer /**

02/2017 - 04/2018

Mydral - Big Data Expert, Paris | mydral.com

Monitor the Business Intelligence market and more specifically the decision-making solutions

Implementation of e-marketing actions

Redesign of the visual identity then the site www.mydral.com

Preparation of the content (visuals, texts, respect of Mydral's graphic charter, etc.) for business pages and LinkedIn and Twitter networks.

Follow-up of the Mydral's marketing plan (control, ROI measurement, reporting, etc.)

Participate in the layout of projects, from conception to realization, on different types of supports (computer graphics, video, etc.)



**Digital Content Editor /**

05/2016 - 02/2017

ELLE MAN - Fashion Magazine, Vietnam | elleman.vn

Creating, optimizing and management of sponsored links campaigns.

Creating content, articles on men's fashion, lifestyle.

Keyword advocations, SEO optimizing.



**Designer /**

03 - 11/2016

PHG Law Firm, Vietnam | phg.vn

Creating visual identity (logo, branding ...)

Coordinate and manage a team to the creation (graphic designers, developers, editors, ...)

Test the functionality of the site and report to the Director General.



**Designer /**

05/2015 - 05/2016

Quy Paris - Cuisine event agency, Paris | quy-paris.com

Manage the new brand identity on different media.

Help in developing the CRM strategy Monitoring, analysis and negotiation of the benefit budget.

Management of a team (graphic designers, developer) for new website, UX design, navigation ...

Management of SEO: optimizing, creating contents, netlinking, ...



**Event Organisez /**

05 - 11/2015

HOTEL ODYSSEY 3\* - Groupe Elegancia |

hotelodysseyparis.com

Organizing event and planning tasks.

Conducting interviews with artists for the art exhibition.

Control the preparations and the smooth running of the event.

Measure the impact of the event from the available tools.

Coordinate with the various providers. Promoting events on social networks (content, on-line ...)

**Expert Digital**

Master 2, MBA /

2017 - 2018

Digital School of Paris (Paris XI<sup>e</sup>)

**Arts Plastiques & Design, Communication**

Licence & Master 1 /

2012 - 2016

Université Paris I Panthéone - Sorbonne (Paris XV<sup>e</sup>)

**Fine-arts /**

2011 - 2012

Académie Port-Royal (Paris XI<sup>e</sup>)

EDUCATION

**DESKTOP PUBLISHING**

☆☆☆☆☆☆☆☆

LIGHTROOM

☆☆☆☆☆☆☆☆

AFTER EFFECTS

☆☆☆☆☆☆☆☆

WEB DESIGN

☆☆☆☆☆☆☆☆

CMS

☆☆☆☆☆☆☆☆

SEO

☆☆☆☆☆☆☆☆

DRAWING

☆☆☆☆☆☆☆☆

SKILLS

**FRENCH**

Bilingual

ENGLISH

Bilingual

JAPANESE

Avanced

VIETNAMESE

Mother tongue

LANGUAGES

**ART  
FASHION  
TRAVEL  
SWIMMING**

HOBBIES