

Lucie Eprinhard

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WORK EXPERIENCE

Since August 2015 | Gameloft | Sales & Account Manager – In-Game Mobile Advertising (Manila, Philippines)

Pitch and sell Gameloft Advertising Solutions to clients and media agencies (Starcom, Havas, UIP, Lazada, BPI, Smart, Globe, Shopee, LBC)
Brand development for Gameloft as a new media solution and acquire clients in accordance with the profiles of our gamers
Building strong relationships and guiding clients through relevant recommendations adapted to their brand
Organized a cocktail party for more than 100 clients (development of the invitations, booking of the reception room, planning of the animations)

December 2014 - July 2015 | TLC Marketing | Business Relations & Development Manager (Paris, France)

Expanded and managed the portfolio of clients together with the agency director:

- Developed new business clients through canvassing, agency presentation, emailing, direct marketing, PR, etc
 - Supervised relations with actual clients such as Orange, Haribo, Philips, Clarins, Luxottica, Orangina Schweppes, Pixmania, etc
- Strategically answered clients' briefs together with the creative team, formalize campaign proposals and present to the clients
Developed campaign budgets, draw up non-disclosure agreements and contracts
Provided reporting to the French directors and to the headquarters based in London on a regular basis

August 2013 - February 2014 | Universal Music Group | Marketing and Publicity Intern (New York, United States)

Developed promotional campaign that propelled music release into the Amazon Top 10 Music Charts and iTunes Top Jazz/Classical Charts
Oversaw social media communications including Facebook, Twitter, Reddit, affiliate tracking, and eCRM
Managed and edited content across web marketing channels including artist websites, RSS aggregators, and tour sites
Oversaw weekly consumer newsletter (content development, optimization of the subscriber list, execution, A/B testing)
Trafficked music rights agreements and assets for ad hoc press demands/daily outreach to press outlets, including follow-ups and market analysis

September 2012 - March 2013 | Havas Media | Digital Media Planning Intern, e-commerce department (Paris, France)

Consulted and developed media strategy for clients such as BforBank, AFM, Editions Atlas: SEO, SEM, search mobile, affiliation, display, social media, TV, radio, outdoor, press
Briefed experts, coordinated teams, planned advertising campaigns, and supervised customer relations
Analyzed advertising campaigns and provided feedback (performance analysis, reporting and setting up optimizations)
Managed the budget monitoring, benchmarked/measured implementation of the competitors' investments
Provided research on technology updates, social media and web devices (recommendations on tracking and reporting)

June 2012 | JWT London | Account Management Intern: HSBC team (London, United Kingdom)

Shadowed and supported the account executive in all production, budgets, clients, and training meetings
Compiled competitive reviews for clients such as HSBC, Unilever, Nestle and Bayer
Created case study on 2012 Cannes Lions International Festival of Creativity

2010 - 2012 | Sales Representative and Partnership Manager for Le Citadine: an annual city guide (Marseille, France)

Sold the guide's advertising inventory representing a budget of 55,000€ (cold calling, door-to-door sales, networking)

Summer 2010, 2011 and 2012 | Saleswoman in different luxury stores: Lancel, Manoush and Hermès (Saint-Tropez, France)

EDUCATION

February 2014 - August 2014 | UCA Pontificia Universidad Católica Argentina (Buenos Aires - Argentina)

Faculty of Economic and Social Sciences

Attended as an international exchange student as requirement per Business School curriculum

2010 - 2014 | Business School (Marseille - France)

Master's degree in business administration from Kedge Business School
Specialization in Management and Marketing

2008 - 2010 | Business School preparatory courses

Sainte-Marie, Lyons (France)

June 2008 | "Baccalauréat" with a scientific major with honors

High school of Gassin, Var (France)

SKILLS AND INTERESTS

Driving Licence

Languages

French | Native language
English | Fluent
Spanish | Fluent

Application Skillset

MS Office Suite, Mac OS, Photoshop (intermediate)

Interests

Travelling (recently spent 1 month in China traveling alone)
Running (half marathons)
Theatre (Toulon Conservatory)
Gastronomy (developed and managed a stand at "Le Salon du Chocolat 2012" in Marseille, France)