

LÉA DESVEAUX



Léa Desveaux

+33 6 75 94 89 73

leadesveaux18@gmail.com

*Eager to improve my skills and to develop new ones taking part into a challenging and fast-paced environment.
Available immediately*

SKILLS

Strong project management skills
(AGILE method)

Strategic reflexion

Problem-solving oriented

Soft skills : fast-learner, flexible,
rigorous, hard worker

Softwares used : Microsoft Office
(Excel, Powerpoint, Word, Outlook),
Adobe InDesign

French : mother tongue

English : fluent (spoken and written)

EDUCATION

2021- **Master 2 International**
2020 **Digital Marketing** CREA Genève

2019- **Master 1 Digital Marketing**
2018 **& E-commerce** Sup de Pub Bordeaux

2018- **3rd year Brand Strategy**
2017 Sup de Pub Bordeaux

2017- **BTS Companies Communication**
2015 Sup de Pub Bordeaux

GOOD TO KNOW



Large advertising culture



Competitive spirit and ambitious
personality due to my sport practice



Nov. 2019 - Volunteering program
in a natural reserve in South Africa

PROFESSIONAL EXPERIENCES

360 PROJECT MANAGER INTERN

L'OCCITANE INTERNATIONAL - Plan-les-Ouates, GE

- Create full presentations on Powerpoint providing communication tools for affiliates by collaborating with the 360 services (marketing, merchandising, creation, digital)
- Define over 100 product assortments and creative inspirations for the annual summer photoshoot and provide brief to the creative team
- Elaborate clear and efficient brief to the creative team
- Upload assets on the internal platform shared with countries
- Lead the 2021 Chinese New Year campaign
- Follow-up several projects paying attention to deadlines
- Deal with the regulatory department recommendations
- Create post-campaign survey and get feedback from affiliates

ADVERTISING PROJECT MANAGER INTERN

PUBLICIS ACTIV - Bordeaux FR

Customer : Renault

- Launch display campaigns
- Monitor campaigns performance and KPIs
- Purchase digital advert space
- Brief the developers for the banners and the execution studio for press ads
- Drive the local campaign « Tournée Nouvelle Renault Clio » on my own through Facebook and local press
- Set-up a results automation process
- Establish review at each end of campaigns via Excel

PROJECT MANAGER INTERN

M&C SAATCHI GAD - Paris 02

- Benchmarks for the following fields : hair care, multinational chain of fragrances and beauty stores
- Manage the Prodimarques client on my own during TV spot production with Nutella, Herta, Lu
- Help to set up a Casino product shooting
- Study case realization for the TV ad « just au four » (oven fries) by McCain

july 2020 - december 2020

march 2019 - september 2019

april 2018 - sept. 2018