

ANTOINE MENKE

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PROFESSIONAL EXPERIENCES

PUBLICIS Groupe - UmanDots | Media Agency

Paris

Account Manager

2025

- Spearheaded media budget allocation (**€50K–€500K per campaign**) across VOL, Display, Social, Audio, and DOOH channels, driving cost-efficiency and exceeding client KPIs **by 15%**
- Monitored and analysed around **100 worldwide campaigns** in collaboration with 2 traders in order to build customer loyalty by sharing weekly campaign reports.
- Led an **€8M media investment portfolio across 30 brands** like Samsung or Redbull.

FRANCE TV PUBLICITY | Advertising network

Paris

Advertising Sales Manager

2024

- Managed advertising for the group's TV channels and digital platforms, as well as for external channels, websites, and two mobile apps (Brut, Météo France, Radio France, etc.), achieving a **20% growth in revenue**.
- Drove digital advertising sales to top-tier media agencies, including Publicis Blue 449, Heroiks Media, Values Media, and Biggie, **securing €2M+ in annual revenue**.

M6 PUBLICITY | Advertising network

Paris

Digital Commercial Assistant

2023

- Empowered sales teams to optimise advertising space monetisation, **driving €1.5M+ in annual revenue growth**.
- Served as the dedicated lead for **50 high-profile accounts**, including Publicis agencies (Disney, LVMH, l'Oreal, Puig, etc.)

EDUCATION

ESCP Business School

Paris

2026

Master 2 in Media Management

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2025

- Specialized curriculum: Partnership development, Digital Marketing, Ads planning

ESSEC Business School

Paris

2023

Global Bachelorin Business Administration

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2019

- Generalist curriculum: Statistics, economics, management, marketing... with an Ads Specialization

UC Berkeley

Berkeley, CA

2022

Global Bachelorin Business Administration

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2022

- Generalist curriculum: Business Negotiating, Managing Product&Go-to-Market Strategies

LANGUAGES

French (Native), **English** (Fluent), **Spanish** (Advanced), **Mandarin/Italian** (Beginner)

PROJECTS

- **NGO** - Head of Partnerships at HeForShe ESSEC, engaging over 100 companies and establishing 5 corporate partnerships to co-host gender equality initiatives and events.
- **Internships** - Field Marketing Intern at Petit Pot, a \$20M French dessert company distributed in 4,000+ U.S. stores. Boosted brand visibility through Costco demos and contributed to nationwide expansion by developing relationships with major distributors.
- **International exposure** - 20+ countries and 4 continents visited, 2 to 3 international trips per year, professional and academic experiences in the USA. Parents from different cultures (American father and French mother).
- **Certifications** - Google Digital Marketing & E-Commerce, Google Ads Display, Google Ads Video and Amazon DSP