



CONTACT INFORMATION

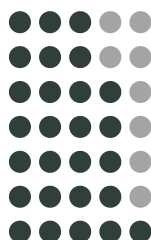
✉ so.landil998@gmail.com
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CERTIFICATES

- Google analytics advanced
- Google ad beginner
- Google my business
- LinkedIn ADS
- Google Analytics Individual Qualification

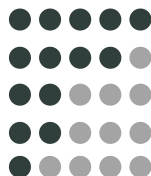
COMPÉTENCES

Adobe Suite
HTML / CSS
Data analysis
Video editing
Copywriting
SEO / SEA
Social media strategy



LANGUAGES

French
English (TOEIC 855)
Espagnol
Portugais
Luxembourgeois



SOPHIE LANDI

COMMUNITY MANAGER

ABOUT ME

The community manager is a social media expert, constantly monitoring to manage the image of their client. Passionate about this profession, I understand the brand's needs and engage followers proactively, with initiatives and creativity.

EDUCATION

Double Master Sep 2017-2022
Digital Marketing and Data Analytics
College Pôle Léonard De Vinci EMLV/IMM

Management Certificate Sep 2019-Jan 2020
College Manhattan Institute of Management

WORK EXPERIENCE

Community Manager March 2023
Efolix (MC APP / NanoShop), Ettelbruck

- Management of international editorial planning / Italy / Morocco
- Video editing / Photo editing
- Content creation for Facebook / Instagram / YouTube / TikTok
- Creation and management of social media strategy International / Italy / Morocco
- Analysis of KPIs
- Recruitment of a Community Manager in Morocco

CREATOR USER GENERATED CONTENT Jan - March 2023
Self-employed person, Paris

INTERIM LUXURY SALES ADVISOR Dec - Nov 2022
Dior / Hermès, Paris

COMMUNITY MANAGER Feb - Jul 2022
Fashion Network / Fashion Jobs, Paris

- Editorial Planning for Fashion Network / Fashion Jobs (4 Instagram accounts / 5 LinkedIn accounts / 4 Facebook accounts)
- Copywriting, Design, and Video Editing in French, English, Spanish, and German
- KPIs: Website Traffic, Brand Awareness, Visibility (Google Analytics)
- Participation in Fashion Week and other private events
- Article Translation, Audio Transcription to Text (French - English)

INTERNSHIP DIGITAL MARKETING B2B Feb - Aug 2021
Publithings, Paris

- Community manager (Editorial calendar, sponsored articles, design, KPI, video editing, media campaigns, copywriting) - LinkedIn, Facebook, Twitter
- In charge of searching an influencer marketing platform
- Realization and implementation of the last media site intelligence-artificielle.com

INTERNSHIP DIGITAL MARKETING Jan - Jun 2020
Juara Skincare, New York

- In charge of editing the new brand site through Shopify (blogs, SEO, Design, Tags, page, copywriting)
- CEO assistant (social events, digital campaigns, mailings)

