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Anne-Laure Le

Digital Communication & Marketing
+ Web Development

ABOUT ME

90s child, I grew up with the Internet. To satisfy my creativity and curiosity, I naturally turned to digital communications. For the last 5 years, I've been boosting brand awareness on social medias.

LET'S CONNECT

LinkedIn →

Email →

PROJECTS

REMPIL - RoR app

Le Wagon / March 2022

As a final project, we built our own web app from scratch in two weeks. We went through the full product development cycle: invention, pitch, design, code and deployment. REMPIL is a turnkey solution for reusable food containers

ROYAL PARTY - RoR web

Le Wagon / March 2022

We built an "Airbnb clone" project called Royal Party: an exclusive accommodation rental website.

Vergers écoresponsables - web

ANPP / Feb-March 2022

Web project manager for "Vergers écoresponsables" website →

AHELE

September 2019 - June 2021

I realised a dream by launching my online clothing shop. I managed everything from A to Z: sourcing, purchasing, communication, logistics, shipping, etc.

LANGUAGES

French: mother tongue

English: C1

German: basics

EXPERIENCES

Marketing Assistant

Molzym GmbH & Co. KG, Bremen GER / Sept. 2022 - Present

DIGITAL COMMUNICATION & CONTENT CREATION

- Develop digital brand awareness and strategy
- Develop, write and design contents for LinkedIn
- Monitor KPIs

MARKETING & COMMUNICATION

- Built the new corporate visual identity (logo, colours, typography)
- Design and implement of all marketing supports (Company Flyer, Products Flyers, Internal Documents, Goodies...)
- Lead database management (Pipedrive)

EVENT MANAGEMENT

- Organise international conferences and follow-up of logistics

Digital Communication Manager

ANPP, Toulouse FR / August 2018 - March 2022

DIGITAL COMMUNICATION & CONTENT CREATION

- Developed digital presence and strategy. Within a year, X, Instagram and LinkedIn accounts reached 1,300, 2,000 and 3,500 followers respectively
- Managed social media accounts
- Monitored KPIs to create reports and develop recommendations
- Created monthly editorial plannings
- Developed, wrote and designed contents for social medias

PRESS REVIEW

- Curated print, audiovisual and digital press focused on arboriculture
- Created and dispatched of the weekly emailing

Community Manager

Agence Pure, Toulouse FR / February 2017 - February 2018

DIGITAL COMMUNICATION & CONTENT CREATION

- Developed digital presence and strategy for 7 clients
- Managed social medias accounts
- Created monthly editorial plannings
- Developed, wrote and designed contents for social medias

LEARNING & DEVELOPMENT

Web Development Bootcamp

Le Wagon (Batch #724), remote / October 2021 - March 2022

Master Digital Content Management

EJCAM, Marseille FR / 2014 - 2016

Bachelor's Degree Project Management

ICT, Toulouse FR / 2011 - 2014

SKILLS, TOOLKIT & INTERESTS

Hard Skills Digital & Marketing Communications • Social Media Management • Content Creation • Project Management • Graphic Design • CMS • Web Development • Wireframing • Deployment • **Soft Skills** Curious • Creative • Eager To Learn • Team Spirit • Adaptability • Autonomy • Polyvalent • **Toolkit** Adobe (Ps, Ai, Ae, Id) • Mailchimp • Pipedrive • Ruby on Rails • Sass • HTML • CSS • Bootstrap • Figma • Heroku • **Interests** Traveling • Music • Reading • Eating