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**Tatiana Soukiassian**

**PR & Digital Manager**

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Personal Statement  
A curious, efficient and enthusiastic public relations and social media professional, I love crafting meaningful and impactful messaging. This means being aware of current issues and tools that will draw influencers’ attention, and sometimes delving into specialised topics to extract the content that will make a brand’s voice powerful and credible.

Over the past 7 years, I have worked both in-house and on the agency side for brands such as General Electric, AXA, Renault, Delsey, Yelp, ibis hotels and Eventbrite. I carried out pan-European PR campaigns in up to 7 countries; I am bilingual in French and English and I also speak Spanish.



**Work Experience**

**Jan – Apr 2014**

**Client & Development Manager, Hopscotch Système Europe, London**

**Company:** Hopscotch Système Europe is the international division of Public Système Hopscotch, the world’s [20](http://worldreport.holmesreport.com/top-250)th largest public relations agency. HSE carries out pan-european PR and social media campaigns thanks to a multicultural team.

**Objective**: as the only London-based employee, my role was two-fold:

- Business Development, targeting EMEA decision-makers

- PR consultancy support for London-based clients

**Achievements:** In 3 months, I arranged 32 prospect meetings and calls (128% over target), updated the company’s business development tools, and achieved 12 pieces of quality coverage (150% over target) for a client event.

**PR Manager France (fixed term), Eventbrite, London**

**Company:** Eventbrite is a global self-service ticketing platform valued at over 1 billion dollar.

**Objective:** my role consisted in growing Eventbrite’s visibility in France through a programme of press relations targeting business, tech and marketing trade media.

**Achievements:** I secured pieces in high profile publications such as Le Monde, AFP, Les Echos and Management Magazine. I achieved an average of 5.7 articles per month, when their previous PR agencies generated an average of 2 to 3 monthly pieces, with a lower average audience.

**Career break, Tour of India -** 10,000 km trip around Northern, Western and Southern India

**PR, Research and Digital Marketing Manager, AXA Life Invest, Dublin**

**Company:** a division of the world’s second-largest insurance group, AXA Life Invest distributes life insurance and pension planning products in the UK and in France.

**Objective:** raising awareness of the product category both to financial advisers and the wider public through PR & social media campaigns as well as leading market research initiatives to improve product and sales approach.

**Achievements:** I generated tier 1 [national](http://www.telegraph.co.uk/news/9438376/One-in-four-pensioners-needs-more-money-AXA-Wealth-finds.html) and [trade](http://www.ftadviser.com/2012/07/30/pensions/personal-pensions/axa-believe-pension-value-will-decline-sfrSx2K4JnnVvZlvw4DElM/article.html?refresh=true) press coverage, achieving an AVE of over £ 500,000, and brought the number of fans for the Facebook retirement page from 40 to 1500. The consumer segmentation study I carried out with market research agency Experian led to the expansion of the distribution network by 12%.

Achievements:Carried

**June – Dec 2013**

**Jan – Mar 2013**

**Jan – Dec 2012**



**Languages**

**Social Media, SEO and Google Adwords evening course** [**at the Fitzwilliam Institute**](http://www.fitzwilliaminstitute.ie/social_marketing_part_time.php)**, Dublin, Ireland**

**Master in Marketing and Sales, Audencia Nantes Ecole de Management, France**

Diploma ranked 31st by the Financial Times in its 2013 ranking of World's Masters in Management programmes. Six-year study period including:

* Three-year course with Major in Marketing & Sales at Audencia Nantes, France
* Semester at University of Cincinnati, Ohio, USA (exchange programme)
* Year-long internship in movie festival organisation Cinésites, Bordeaux
* Intensive two-year programme to prepare for business schools - Classes préparatoires HEC, Massy, France

Achievements:Carried

**Education**

**2000 - 2006**

**Autumn 2011**

**French:** native tongue

**English:** bilingual

* Lived three years in the USA and six years in Ireland
* Drafted press releases and PR documents in English on a regular basis

**Spanish:** oral fluency, average written level

* Studied for 10 years, regular media pitching in Spanish over 5 years at Hopscotch
* Proficiency C3 level achieved at Instituto Cervantes in May 2010

Achievements:Carried

**Senior PR Account Executive, Hopscotch Système Europe, Dublin**

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**Missions:**

* Developing, implementing and managing communication strategies for top clients in multiple countries. Key markets included the United Kingdom, France and Spain.
* Managing a small-medium size team on retainer clients and projects, coordinating PR activities across several agencies, designing reporting tools and processes, participating in client pitches.
* Proactive media relations – establishing contacts with key media for each client, drafting PR documents (press releases, press kits, bylined articles), generating interview opportunities and organising press trips & conferences.
* Digital communications – implementing digital strategy which included blog content production, feeding social media tools, liaising with web design agencies and analysing campaign results.

**Some achievements:**

* I coordinated a PR campaign involving 3 agencies in 6 countries to position Delsey’s new security zip as the latest must-have luggage innovation for travelers. The campaign generated results in print, broadcast and social media and resulted in an audience of over 100 million.
* I managed a PR event in Munich for the opening of the [100 000th Ibis hotel room](https://www.youtube.com/watch?v=Hea3DF3wzeo), involving the wrapping of the hotel’s façade. Beyond managing event logistics, I developed a set of PR tools in 2 languages used in 40 countries to ensure consistent penetration of Ibis’ key messages worldwide.
* I organised a press tour for Yelp’s CEO for the launch of Yelp in France. As a result, we reached an audience of 104 million in France’s print and online media ([les Echos](http://www.lesechos.fr/06/05/2010/LesEchos/20672-131-ECH_le-site-de-recommandations-yelp-arrive-en-france-et-vise-la-publicite-locale.htm), [Journal du Net](http://www.journaldunet.com/ebusiness/commerce/jeremy-stoppleman-interview-de-jeremy-stoppleman.shtml), [ZDNet](http://www.zdnet.fr/actualites/site-de-recommandations-yelp-s-installe-en-france-39751430.htm), etc.) .

Achievements:Carried

**Dec 2006 – Oct 2008**

**Nov 2008 – Dec 2011**

**Work History**