



# CLARA REGRIGNY

DIGITAL MARKETER

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## CONTACT

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FRENCH NATIONALITY

FRENCH



ENGLISH



SPANISH



DUTCH



## PROFILE

I am a creative digital marketer with a goal-driven and inventive mindset. I have solid project management experience and excellent communications skills. I am an Internet passionate & an interactive leader.



## EXPERIENCE

**HEAD OF MARKETING (SINGAPORE-BANGKOK-MANILA)**  
INSTAROID | JAN 16 - PRESENT | **BANGKOK**

- Operate, budget and monitor day-to-day online & offline marketing campaigns
- Design creation (Photoshop, Illustrator)
- Perform digital strategy (owned, earned and paid)
- Formalize & Implement marketing and operations processes
- Elaborate content plan & content creation (sales + marketing)
- Lead project management: supervise freelancers, negotiate contracts, oversee ongoing projects
- Optimize social media strategy & SEM
- Manage PR & Influencer marketing
- Drive engagement, traffic and lead generation
- Campaign management analysis, KPIs
- Team recruitment, training & management

### MARKETING EXECUTIVE

VAUBAN COMPANY | JAN 15 - AUGUST 15 | **BANGKOK**

- Performance monitoring & analysis
- Content generation: from printed ads to social media posts, from editorial articles to sales material.
- Develop and execute SEO plan
- Create and execute new website design
- Develop and optimize digital customer awareness
- Website creation (wordpress, design, SEO)

### DIGITAL MARKETING FREELANCER

ENTREPRENEUR | JAN 14 - PRESENT

- Digital Marketing Consultant for SME's (website creation, emailing, SEM, social networks)
- Graphic Designer (flyers, brochures, templates, banners)



## EDUCATION

**MASTER'S DEGREE, MAJOR IN MARKETING**  
UNIVERSITY OF APPLIED SCIENCES | 2013 - 2015  
THE NETHERLANDS

**BACHELOR'S DEGREE,**  
NEOMA BUSINESS SCHOOL | 2010 - 2013  
FRANCE



## SKILLS

- |   |                                   |
|---|-----------------------------------|
| • SEO/SEM                               | • Corporate blogging (Wordpress)  |
| • Google tools (adwords, analytics)     | • Project management              |
| • Social media strategy                 | • Site optimization               |
| • Emailing tools (Mailchimp, Pinpointe) | • Design (Photoshop, Illustrator) |