

Tiphaine Jeannot

Your next junior strategic planner

x your agency

What I love most is coming up with ideas—ideas that solve problems, tell stories, and, above all, resonate with people. That's what draws me to **strategic planning**. Over time, I've honed my skills, won competitions, and confirmed my talent. Now, I'm eager to bring my passion to an agency I admire. Available from September!

Education

Maybe i love competition, Big up to ISCOM, best com school <3

Master's in Strategic Planning and Innovation Marketing – ISCOM, France | 2023-2025

- M2 : 2 contest won (1 innovation project, 1 Ouiigo campaign)
- M1 : 1 awarded national hackathon project, higher grade on 2 other contests, [Valedictorian] 16.09/20
- Bachelor's in Event Management – IDAIC, France | 2022-2023 [Valedictorian] 16.79/20
- BTS in Managerial Support – ESA, France | 2020-2022 [Valedictorian] 16.54/20
- Bachelor's in Psychology (1st year) – Faculty of Psychology, France | 2017-2018

Experience

Advertising giant, power of the lion.

PUBLICIS FRANCE | 2024-2025 - COMMUNICATIONS & EVENT COORDINATOR - Apprenticeship

- Managing the career site content and job board articles.
- Oversaw the HappyTrainees 2025 certification campaign.
- Rebranded Campus events (identity, tone, content, mailing), and new campus strategy.
- Organized Campus onboarding sessions for 150-200 people (logistic, speakers, and materials).
- Craft and Led personal branding workshops (for 20-30 students), provided CV coaching.
- Coordinated school partnership events (ex : Sciences Po)
- Developed email communication templates using the CRM & ATS (ICIMS).

THALES GTS | 2024 (6mo) - COMMUNICATIONS & MARKETING ASSISTANT - Internship

- Rebranding and updating of communication materials for customer references for Innotrans 2024 and the merger with Hitachi (database, brochures, presentation).
- Promoting the product portfolio with Product managers (template, brochures, presentation, intranet pages, B2B showcase site).
- Analysis of annual internal convention =9455 participants (satisfaction and attendance rate);
- Contribution to video production (brief, scenario and storyboard) and press release; intranet animation (writing of articles, creation of themed subsites).

SNCF RÉSEAU | 2020-2023

I worked hard, but trains are still late :)

COMMUNICATIONS ASSISTANT - Apprenticeship

- Created internal newsletters and the 2022 activity report: Conducted interviews, data collection, article writing, layout design, and distribution (500 employees).
- Covered events (award ceremonies, inter-company challenges).
- Field reporting: Photography, interviews, video production (filming and editing).
- Designed visuals and animations for company screens.

MANAGER ASSISTANT - Apprenticeship

- Designed, created, and managed SharePoint sites, along with KPI tracking (200 employees).
- Organized and led co-development sessions.

TWITCH | 2018-2020 - MULTIMEDIA CONTENT CREATOR - Self employed

- Channel management and animation, management of a moderation team (5 people).
- Branding creation and establishment of a consistent brand presence on social media, (YTube, Discord, and Twitter).
- Partnership with an e-commerce site for computer hardware.

Other projects

"BLACKMINTON" | VOLUNTEER | 2023

- Creator and organizer of the first edition of a badminton event.
- Managed registrations (maximum capacity reached: 83 participants, 20 visitors), partnerships, press relations, promotion, and part of the logistics.
- The event was successful, with a participant satisfaction rate of 4.7/5.

"UNIS VERT MARBOURG" | PROJECT GRANT | 2021

- Creator of a Franco-German ecological initiative in collaboration with the city of Poitiers
- Oversaw project management, logistics, budget, press relations, promotion, and partnerships.



CONTACT

- 📞 +33678154581
✉️ jeannot.tiphaine@gmail.com
LinkedIn in/tiphaine-jeannot
🌐 <https://jeannottiphaine.github.io/>

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VOLUNTEER & PERSONAL PROJECTS

- Mile Pitch award 2025
Womens forum | Volunteer | 2024
LLB | Volunteer | 2023
Branding, communications and consulting (website & competitive benchmark)
DA Freelance | 2022-2024
Branding & illustrations for small businesses and individuals

HARD SKILLS

- French (native)
English (pro writing/oral)
Benchmarking
Trends monitoring
Competitive analysis
Project management
Data analysis
KPI Tracking
Branding
Content creation
Article writing
HTML, CSS

SOFTWARES

- Microsoft 365 (Excel, Word, Ppt)
Google analytics, Meta Business
Adobe Creative Cloud (Id, Ai, PS, PR)
SimilarWeb, Mention, Feedly
Trello, Asana
Wordpress, Github

INTERESTS

- 🧠 Learn and try new stuff
💻 Video games / New tech
🎲 Medieval fantastic RP