

MIANTSA RAKOTONIAINA

Paris, France • miantsa.r@outlook.fr

Dynamic Communications Specialist, enhancing digital visibility and user engagement through expert social media management and web analytics in corporate context and start-up companies. Excelled in fostering cross-functional collaboration and driving strategic marketing decisions, leveraging both internal communications and content strategy skills for impactful brand growth. Very comfortable with the creative part of the projects.

Skills

- Internal Communications
 - Content Strategy
 - Social Media Management
- Marketing Communications
 - Data Analysis & Web Analytics
 - Adobe Creative Suite

Work History

Digital Project Manager, 04/2023 to 01/2024

Venus & Gaia – Paris, France

- Designed project workflows and timelines based on product requirements and resource availability, ensuring successful and efficient launches, including the Autumn-Winter collection.
- Managed cross-functional aspects across design, marketing, and Shopify developments using agile methodologies, ensuring timely delivery of high-quality digital projects that aligned with brand objectives.
- Analyzed marketing and sales data, guiding strategic decisions that optimized visibility and customer acquisition, resulting in a significant increase in sales for the new collection.
- Optimized website UI/UX, SEO, and social media presence using Google Analytics insights, enhancing user experience and improving conversion rates from visitor to customer.

Corporate Communications Officer, 10/2021 to 10/2022

SNCF Group – Paris, France

- Implemented a dynamic communication pipeline integrating execution data and strategic objectives, resulting in more efficient coordination and alignment across SNCF's various branches.
- Planned and executed internal communication campaigns, using data-driven insights to refine strategies and improve employee engagement across the organization.
- Developed performance indicators based on both quantitative and qualitative data to measure campaign effectiveness on SharePoint and Yammer, leading to continuous optimization of communication efforts.
- Fostered collaboration with internal partners and political institutions, enhancing message consistency and positively impacting overall organizational cohesion and performance.

Digital Communications Specialist, 04/2021 to 10/2021

Keolis Group – Paris, France

- Boosted website traffic and social media engagement by 15% through targeted SEO techniques and data-driven social media campaigns, enhancing the company's digital visibility.
- Designed and produced compelling visual content for digital platforms (WordPress site, LinkedIn, X/Twitter, Facebook), significantly improving the reach and impact of international pollution reduction initiatives.
- Collaborated with press and media teams to manage and elevate the brand's image in global markets, positioning Keolis as a leader in sustainable mobility.
- Led the redesign of the corporate website using agile methodology, ensuring a seamless user experience and improved content management, resulting in increased stakeholder and user satisfaction.

Assistant Production Manager, 05/2017 to 11/2017

Dream’ in TV

- Conducted statistical audience analysis and provided performance reports, informing data-driven adjustments that optimized content and increased audience retention.
- Coordinated media coverage, optimizing interview and report scheduling, which led to stronger brand visibility and improved media relations across various shows.

Education

Master of Science: Communications Sciences, 08/2022

Rennes University – France

Thesis Statement: **Network analysis on Information propagation and community creation**

Bachelor of Science: Information and Communication, 08/2019

Rennes University – France

Languages

English – Proficient (C2)	French – Bilingual (C2)
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Malagasy – Bilingual (C2)	Korean – Elementary (A2)
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Spanish – Elementary (A2)	
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