



# LAURIE LIAUME

CREATIVE MARKETING EXECUTIVE  
5+ YEARS EXPERIENCE

## ADDRESS

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## EXPERIENCE

MORE INFO ON LINKEDIN :



### EXTERNAL MARKETING EXECUTIVE FRANCE

*SThree | Amsterdam | Feb 2020 - Now*

- Leading all marketing activities of 5 brands
- Social Media Strategy & Creation of Content
- KPI's Analyses and reporting to board meetings
- Launch and monitoring of campaigns

### EXTERNAL MARKETING EXECUTIVE FRANCE & BELUX

*Progressive Recruitment | Dublin | October 2018 - Feb 2020*

- Social Media & Campaigns Management  
(+50% growth community | + 40% traffic)
- Website Optimization (Content, Migration, Campaigns & SEO)  
(+52% lead generation)
- Branding Alignment
- Stakeholder Management & Reporting

### INTERNAL MARKETING EXECUTIVE BENELUX & FRANCE

*Progressive Recruitment | Amsterdam | October 2017 - Now*

- Internal Marketing Strategy & Employee Advocacy
- Proposition of Brand Culture and Values
- Design of the Internal Company Identity
- Newsletter, Events and Incentives

### MARKETING & COMMUNICATION EXECUTIVE

*Le Conservatoire du Maquillage - Paris - 2015 - 2017*

- Rejuvenate the Brand Image- New Logo & Website
- Community Management Strategy
- Google Analytics, Tag, Campagne Adwords , SEO
- Increase of the Transformation Rate of 25%

### MASTER IN MARKETING & MANAGEMENT IN LUXURY

EIML Paris | 2015 - 2017  
MAJORING IN JEWELRY

## EDUCATION

## SKILLS

### MARKETING & DESIGN

- Strategy & Reporting
- Brand image & Awareness
- SEO and Google Analytics
- Campaign Design & Monitoring
- Illustrator, Indesign, Photoshop & Xd

### CERTIFIED IN UX

- Design Thinking
- UX Design
- HCI - Human Computer Interaction