

Audrey Langevin

In the last six years, I've developed strong skills and expertise in social media & PR management, content, localisation, SEO, and graphic design. I've worked for brands in media, edtech, travel, tech, fashion, beauty, insurance, fintech and managed to adapt digital strategies to English and French-speaking markets.

Skills

Good knowledge of WordPress, Buffer, Gorkana, Grammarly, Google Analytics, ahrefs, Keywords Planner, MOZ, Bit.ly, MailChimp, Trello, Asana, Figma, Canva, PicMonkey, Adobe InDesign, Adobe Illustrator, Procreate

Experience

Growth Tribe, London, UK – *Freelance Content Editor for the Paris Office*

JANUARY 2021 - PRESENT

- Develop content marketing initiatives to drive traffic, engagement and high-quality leads
- Writing snappy copy & engaging blog posts
- Promoting products and events organically across social media
- Content development, distribution, and measurement
- Scripting videos
- Collaborate across functions to deliver high-quality inbound marketing material
- Management of content calendar and project management of multiple content formats
- Ensuring content consistency with brand style guide
- Channel management of digital content hubs and supporting social channels including email/newsletter distribution.
- Collaborate and build a network of external content contributors

Maddyness, London, UK – *Content Editor*

JANUARY 2020 - OCTOBER 2020

- **Wrote and edited 340+ deliverables, articles and listicles, event recaps**
- Collaborated with content contributors to feed the editorial agenda (writers, columnists, startup founders, PR agencies)
- Translated and localised articles working closely with Maddyness FR
- Created and managed social media by sharing organic content across 4 channels (Twitter, LinkedIn, Facebook, Instagram): **+2,500 organic followers in 9 months**
- Optimised content in a SEO-friendly manner, made sure the website worked smoothly and the editorial agenda is met
- Selected and edited graphic assets (photos, infographics, videos, thumbnails)
- Conducted interviews with entrepreneurs focused on the creation of their startup and their background
- Attended MaddyKeynote 2020 in Paris, partners' events and webinars to network and represent Maddyness UK

Kaizen Languages, London, UK – *Digital Specialist*

AUGUST 2019 - NOVEMBER 2019

- Promoted the app with creative content on social media (Facebook, Instagram and Twitter): **+7,500 organic and paid followers in 3 months**
- Coordinated ads on FB and IG, Google Search Ads and App Store Ads
- Compiled a Press Kit and developed relationships with journalists from edtech media: **2 coverages in The PIE News and a University's website**
- Produced and scheduled email campaigns (newsletters, app updates)
- Tracked and reported metrics and conversions daily

Stickyeyes (IPG Mediabrands), Leeds, UK – Senior Digital & PR Executive

JANUARY 2018 - JULY 2019

- Localised and ensured the content is optimised to boost SEO across blogs, websites, social media for clients targeting French and English-speaking markets: **Hertz, Adobe, Canon, LG, badi.com, CWT, Devitt, Staples, Lyst, Ted Baker, Saucony, Wolverine, Boohoo**
- Generated and localised creative and technical content, keywords lists and batches across markets
- Created and managed 15+ PR campaigns: **achieved 40+ coverage, brand mentions and backlinks in relevant media**
- Some successful PR campaigns I was involved with: **ghd, Hertz, H.Samuel, Catena Entertainment, Pareto, Norton Finance, Juo Loans, Jordans Solicitors, Solopress**

Search Laboratory, Leeds, UK – French Digital & PR Executive

JANUARY 2017 - DECEMBER 2017

- Produced and localised content across blogs, websites, social media, PPC batches for clients targeting French-speaking markets: **1stdibs, HootSuite, PetSafe, Heavenly Sweets, Fellowes, The Thinking Traveler**
- Some successful PR campaigns I was involved with: **VisitBritain, Viking (Office Depot), Seton, Halo Car Insurance, WatchShop**

en Route Travel, Los Angeles, US – Sales & Marketing Coordinator

DECEMBER 2014 - DECEMBER 2016

- **Designed 70+ itineraries** for clients' travel arrangements with InDesign and Publisher
- Arranged tailor-made travel services for American travelers traveling to the US, Europe, Asia, Africa, Latin America and cruises
- Promoted the brand locally across emailing campaigns and social media
- Attended local & global industry events such as Virtuoso Week 2015 and 2016 in Las Vegas

Education

UCLA Extension, Los Angeles, US – Certificate "Global Business & Marketing"

JANUARY 2014 - SEPTEMBER 2014

ISEE Business School, Paris, FR – Master "Marketing & Communications in Travel"

SEPTEMBER 2011 - SEPTEMBER 2013

Catholic Institute of Paris (ICP), Paris, FR – Master "Project Management in Travel"

SEPTEMBER 2011 - SEPTEMBER 2013

Highlights

Blogger and illustrator for 5+ years in [French and English expressions](#). Drawing cartoons for people and pets, [discover my work here](#).