



# Lionel Lamy

global communication (media, social, influence) specialist

📍 Bordeaux, France

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## Languages

English (Fluent)

French (Native)

## About

Global communications executive, with extensive experience in luxury and beauty - 20 years of experience developing and executing advertising strategies with a mixed advertiser/agency culture :

- Leveraged strong background and knowledge across various industries from luxury to Automotive
  - Demonstrated ability to drive strategic paneuropean client and work effectively across functions and geography.
  - Leadership vision over communications strategy, branding, assets creation, customer insight, and digital plans.
  - Good knowledge of the european media ecosystem and strategic stakes.
  - Strong business sense & experience of working directly with Top management.
  - Good communication and negotiation skills with the ability to build and sustain business relationships across all levels, developing a real understanding of the clients' needs
  - Develop important out of the box thinking abilities.
  - Digital and social/influence expert with a good understanding of needs
  - Proven success in creating a total 360 degree communication experience
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- Expérience

### BRANDS WORKED WITH

- Dynvibe
- LVMH
- Publicis Media
- Ykone

## Experience

### ● influencer and social media marketing

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### ● Managing Director

Ykone | Dec 2018 - Dec 2021

Creation of the performance influencer marketing agency within Ykone with a focus on mass market brands - Business achievements : +3 Meuros (clients : Nissan, Renault, Oppo, BAT, Danone, Evian, Mastercard, Barilla, Disneyland Paris, Flink, Harrys, Paso traiteur, etc...)

Agency luxury New Business lead : local an international pitch (agency and platforms) + prospecting strategy (CRM, webinar, keynotes, etc...)

Clients : Coty, Kenzo, Dom Perignon, Estee Lauder, Sephora, Dior Parfums, Givenchy, kenzo parfum, Tag heuer, etc...



### ● sales and marketing Director

Dynvibe | Nov 2017 - Apr 2018

Social Media intelligence (SMI) specialized start-up with bespoke social listening platforms (SaaS) and consumer insights expertise.

Set up the sales strategy and Business Development targets

Define the sales roadmap and product launch strategy (com PR and social)

Contribute to the product development (social listening platform) and research portfolio

Lead the business prospection and sales tools development



### ● International media coordination Director EMEA

LVMH | Mar 2016 - Oct 2017

Supervise the media negotiations (OFF and ON) across all media on the EMEA region (17 markets)

§ Ensure efficient centralization of media expenditure for all LVMH group companies across the entire EMEA zone.

§ Drive the different media networks and agencies on the region in their management of the LVMH account.

§ Develop strong partnership with key media vendors and technology providers on the region to leverage competitive advantages for the Maisons (premium rate card, first-access, research, etc....).

§ Lead and implement the LVMH vision on digital touchpoints across all markets (guidelines, whitepaper, tools selection, trainings, etc...)

§ Lead the media expertise in the region and develop media strategy for important launch across all categories.

§ Support the maison in their media strategy



### ● Deputy managing Director

Publicis Media | Feb 2008 - Feb 2016

Steering committee member of Publicis media

§ Supervise a portfolio of agency top clients (local and international) : +300Mi of billings

§ 12 account executives and managers under my supervision (online/offline/international) § Develop revenues across all digital channels (Display, PPC/SEO, social, tools, research)

§ Lead the new business strategy in collaboration with top management.

Clients : Richemont, Disneyland Paris, Aviva, PMU, Intersport, etc...