



# Robert Fridovich

C-Suite Marcom Leader Guided by Honesty, Integrity and Bravery to Transform Brands & Reputation

Paris, France

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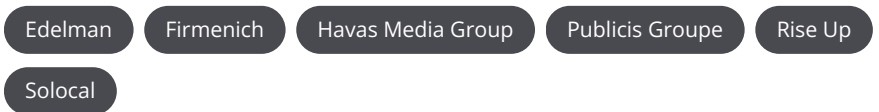
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## About

Strategic Global Marcom Leader: Digital & Social Expert with Over 25 Years of Experience in Integrated Marketing

- Creative strategy: integrated marketing communication, internal and external, based on business planning
- Meaningful branding: definition, identity, development, relations, evolution
- Innovative storytelling: offline, online, social, mobile, digital, advertising, marketing, PR, videos, publications
- Natural leadership: esteem and loyalty of teammates, colleagues and partners through common goals and mutual respect
- Strong performance: project management, judicious counsel, successful negotiations and respect for budgets and schedules
- Excellent bilingual communication (English/French): oral presentations and written materials

### BRANDS WORKED WITH



## Experience



### ● Chief Brand and Communications Officer

Rise Up | Apr 2022 - Dec 2022

Scale-up with 120 employees in seven countries in Europe, training software platform

- Created brand and communications strategy: purpose, identity, integrated communications, innovative content, events and community activation
- Developed a comprehensive media relations approach: tools, competitive tracking, PR agency and impactful storytelling, reaching 156M in start-up, tech, HR and business press
- Rebuilt corporate reputation via high-end annual event with 300 L&D leaders
- Increased trade show impact by improving coordination with Marketing, Sales, Product, Partners and Customers
- Transformed employee experience: townhalls, management interventions, seminars and monthly events
- Identified, monitored and improved KPI performance: articles, reach, impressions, followers, engagement, etc.
- Established and guided a team of three experts to drive success with a limited budget



### ● Global Director of Communications, Perfumery

Firmenich | Jan 2019 - Aug 2021

Fragrance and Flavor House headquartered in Geneva, with 11,000 employees worldwide

- Developed marketing communication strategies and actions to reposition company as industry leader
- Enhanced reputation of both Fine Fragrance and Consumer Fragrances reaching over 150M in Women's, Perfume, Beauty and Cosmetics media
- Changed communication culture: first communication at ACI, first communication for World Perfumer Meeting, monthly product launch communications, innovative Meet-a-Client series, first podcasts, increased digital marketing and advertising, etc.
- Increased thought leadership with Top Management through public relations and social media
- Launched @FirmenichFine: 12,000 followers in twelve months, best industry engagement rate, first filter, first live events, etc.
- Reinvented communications for over 120 perfumers: messaging, coaching, public relations, video and social
- Redesigned employee experience: live events, online events, blogs,

video, customer interviews and other content

- Managed focused team of five in Paris, New York and Singapore with minimal budget of 220,000€/year



### ● Global Director, Creative Marketing

Edelman | Mar 2018 - Nov 2018

Global communications agency born in Chicago, with 6,000 employees worldwide

- Changed Edelman's reputation by leveraging the creative work and the people behind the work
- Created and distributed top case studies globally, including awards, events and conferences
- Collaborated with the global and regional marketing, planning, creative, client and management teams to collect, package and amplify work from around the world



### ● Global Head of Communications

Havas Media Group | Nov 2014 - Mar 2018

Media agency based in Paris, affiliate of Havas Group, with 8,000 employees worldwide

- Established global communication policy for Middle Office (3,500 employees) and seven digital brands: Affiperf, Socialyse, Mobext, Escelis, Adcity, DBi and Artemis Alliance
- Developed brand identity and marketing materials for each entity (websites, social media, newsletters, cases, etc.)
- Directed media relations: monitoring, messaging, writing, contacts (up to 4.4 million reach per release)
- Produced internal and external events (e.g. Global Leadership Meeting, Mobile World Congress)
- Managed seven-person, five-channel, five-day Havas Café social newsroom at Cannes Lions, delivering 167,000 engagements
- Led relationships with sister agencies: Studio, Havas Production, Havas Digital Factory
- Directed lean team with limited resources: budget of 200,000€/year



### ● Marketing Services Manager – ZOOMON

Solocal | Sep 2013 - Nov 2014

Start-up focused on local advertising via great ideas content on social media, team of five employees

- Directed cross-media content development of 300 articles per week: Facebook (68 pages, 1.4 million fans, 5% engagement rate); Twitter (three accounts, 28,000 followers, 1.98% engagement rate); newsletters (five editions, 24,000 subscribers, 18% average click rate) and blog (50,000 visitors per month)
- Led marketing and public relations activities (e.g. HyperParisien, Golden Blog Awards sponsorship)
- Implemented annual branding benchmark study with Research team (increased brand awareness by 4%)
- Managed successful agency relationships: Creative, Media, Public Relations and Editorial
- Supervised eight reports and budget of 860,000€/year (more than 60% of operating budget)



### ● Manager / Director, Marketing Communications

Publicis Groupe | Jan 2004 - Aug 2013

Global communications group based in Paris with 62,000 employees worldwide

- Served as brand champion for Publicis Groupe (cross-media branding, advertising and corporate gifts)
- Launched mobile communication strategy via iPhone app Publi6ty (more than 10,000 downloads in two months)
- Created weekly newsletter (25 articles per publication, 3,000 subscribers to both versions)
- Developed internal communications platform: social networking, widget and DAM creative archive
- Organized events: Cannes Lions lunch (300 employees), Top Managers seminar (350), Sports Day (650), etc.
- Led collaborative relationships with agency partners: Marcel, Phonevalley, Publicis Events, Carre Noir, MS&L, etc.

- Complete reinvention of corporate website (Grand Prix Stratégies du Design 2010), including a CMS solution
- Led special projects: various CEO presentations, Ad Age special section, industry rankings, creative highlights, company story, Born in 1842: A History of Advertising, etc.
- Responsible for projects worth an estimated value of 550,000€/year

## Education & Training

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- 1992 - 1996 ● **Boston University**  
Bachelors Degree, Communications
- 1992 - 1996 ● **Boston University**  
Bachelors Degree, French Language and Litterature