



Marine D'Enfert

Consultante Digital Marketing & Communication • Food + Beverage + Lifestyle

Paris, France

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Languages

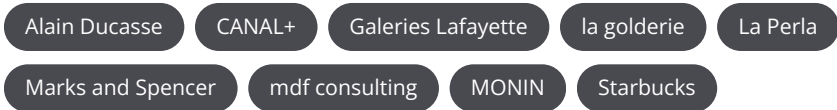
French (Native)

English (Fluent)

About

- 15+ years in international, fast-changing organizations in successful digital & communication campaigns
- Expert in branding, digital marketing, social media, e-commerce, and strategic communications
- Embrace an open-minded, data-driven, user-centric approach for premium brand success
- Collaborative team player known for crafting innovative, effective campaigns

BRANDS WORKED WITH



Experience



● Digital Marketing & Communication Director

mdf consulting | Jul 2021 - Now

Conseil & accompagnement d'entreprises et d'agences de communication & social media en freelance.
Food + Beverage + Lifestyle + Corpo

- Stratégie marketing digital & webmarketing
- Stratégie de marque & branding
- Stratégie de communication & brand content
- Stratégie social media, influence, social ads
- Pilotage de dispositifs de communication digitale
- Conseil en création et optimisation de sites, e-commerce, TMA, CX/UX/UI
- Gestion de campagnes de trafic acquisition, lead generation, fan acquisition, SEO/SEA/SMO
- Accompagnement en transformation digitale et conduite du changement

Références : Aubade, Carrière Frères, Episode Paris, Extrême Agency, Extrême Miaaam, Genendo, Habitat, Histoire d'Or, La Cerise sur le Gâteau, Le Paris Café Festival, Louis Vuitton, Marcel Cab, Matter Paris, Micro Mega, RATP Dev, Rémy Martin, Roseanna, Seasonova



● Founder & CEO la golderie

la golderie | Jan 2019 - Aug 2023

The vintage jewellery brand online
www.lagolderie.fr | Instagram @lagolderie



● Digital & Communication Director EMEA / Directrice Digital & Communication EMEA

MONIN | Nov 2017 - Jun 2021

Driving the digital, social and communication strategy on the EMEA region for 80 countries on B2B & B2C targets, for two brands: Monin & Paragon.

- Digital strategist for the whole region
- Branding & brand content : strategy and production for all digital supports
- Social media & influence/e-PR : strategy and management for Europe, France, UK, Middle-East, India (Facebook, Instagram, Youtube, Pinterest)
- Website, e-commerce, UX/UI : launch & management for Europe, France, UK, AsiaPac, China, Japan, Brazil, India (Magento)
- Traffic acquisition, CRM & lead generation management for Europe & France
- Communication & digital team management (social, web, content, communication, events)

My greatest achievement? growing the Europe Instagram account from 2,000 to 50,000 followers while launching 8 websites and developing my team members!



● **Marketing Manager Western Europe / Responsable Marketing Europe de l'Ouest**

Marks and Spencer | Oct 2015 - Nov 2017

Marketing Manager for France, Belgium and the Netherlands on both food and fashion BU's

- 360 Marketing plans
- Social media & ecommerce
- Communication campaigns, offline and online
- PR, press and medias
- Team management



● **Retail Marketing Manager France & Benelux**

La Perla | Oct 2014 - Sep 2015

Retail marketing manager for France, Belgium, Luxembourg and the Netherlands



● **Business & marketing developer - Alain Ducasse Entreprises**

Alain Ducasse | Mar 2014 - Oct 2014

Business development and 360 marketing for gastronomy events



● **Business developer Australia (V.I.E.) based in Sydney - Canal+ Overseas**

CANAL+ | Jul 2013 - Mar 2014

International volunteer (V.I.E.) based in Sydney for CANALSAT Sales and market development of the subsidiary in the Australia / New Zealand area



● **Business developer West Africa - Canal+ Afrique**

CANAL+ | Aug 2012 - Jul 2013

Business development of CANAL+/CANALSAT in West Africa (Mali, Guinea, Niger, Mauritanie, Togo, Benin, Gabon)



● **Sales Manager, Luxury area - Galeries Lafayette Haussmann**

Galeries Lafayette | Sep 2010 - Aug 2012

Fashion & Luxury area sales manager in Galeries Lafayette Haussmann (floor: 23 brands, team management and coordination: 60 people)



● **Sales & Store manager**

Starbucks | Jan 2005 - Jan 2010

Education & Training

● **CELSA Paris-Sorbonne**

Master Stratégie de marques et Branding,

● **ESSEC Executive Education**

Stratégie Marketing Digital,

● **Cours Florent**

Executive,