



Juliette Baert le Borgne

Social Media Manager | Social Media Strategy | Community Management

Paris, France

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Languages

English (Fluent)

French (Native)

Korean (Fluent)

Spanish (Work Proficiency)

About

Juliette's experience is truly international, having worked in Seoul, New York, Stockholm, Copenhagen, and now Paris.

She is extremely social media savvy and brings a passion to her role that ensures she is always on top of the newest trends and innovations.

Juliette is as comfortable working with top-tier influencers on global campaigns as she is creating content and planning SoMe strategies.

BRANDS WORKED WITH



Experience

● Social Media Manager

Martell Mumm Perrier-Jouët | Nov 2022 - Now

- Developed and implemented social media strategies that increased Martell's social media following by 16%
- Curated and segmented editorial content to increase engagement and social media presence.
- Monitored social media analytics and provide monthly reports on key metrics, including impressions, reach, engagement, and share of voice.
- Managed Martell's social media accounts for 4 platforms, including Facebook, Twitter, Instagram, and YouTube.
- Collaborated with cross-functional teams to align social media campaigns with marketing and business goals.
- Managed social media advertising campaigns and optimized them for maximum ROI.
- Responded to customer inquiries, complaints, and feedback on social media platforms in a timely and professional manner.



● Social Media Manager

OLIVER Agency | Nov 2022 -

"In-housing" Social Media consultant at Martell - Pernod Ricard



● Account Manager

Kubbco | May 2022 - Oct 2022

- Successfully cultivated relationships with clients that led to the renewal of 5 contracts
- Created and executed a successful marketing campaign that increased brand awareness by 10%



● Head of Social Media

Robin | Jun 2021 - Apr 2022

- Increased social media presence by 30% through creative content strategy and execution.
- Led social media team to hit all KPIs, including 20% growth in followers and 15% growth in engagement.

● Influencer & PR Manager

StickerApp Sweden AB | Jan 2020 - May 2021

- Created and executed a successful influencer marketing strategy, resulting in 40% growth in social media followers.
- Increased brand awareness for StickerApp's brand CaseApp by 25% through influencer and PR campaigns.

- **Community Manager**

Betao AB | Feb 2019 - Aug 2019

- Crafted engaging content that resonated with the Betao community and increased brand awareness by 15%.
- Increased community engagement by 30% through the use of innovative social media campaigns.

- **Social Media Manager & Influencer Marketing**

| Mar 2017 - Dec 2018

- Worked with clients to develop social media strategies that aligned with their business goals, resulting in a 100% success rate.
- Managed social media accounts for clients in the fashion industry, resulting in a 20% increase in engagement



- **Marketing Assistant**

AMOREPACIFIC | Jun 2015 - Dec 2015

- Demonstrated ability to increase brand awareness and drive sales through effective marketing campaigns on the French market.
- Strong analytical skills to identify key trends and insights to inform marketing decisions.

Education & Training

2014 - 2015 ● **Hongik University**

Bachelor's degree,

2013 - 2014 ● **Hanyang University**

Bachelor,

2012 - 2017 ● **EMBA Business School**

Master of Business Administration (MBA),