

Tiphaine Rolland

Brand strategy consultant specialising in PRs.

London, UK

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Links

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Languages

English (Native)

About

I am an experienced PR Manager working in the media industry for the past 6 years. French and English speaker I've always worked in an international environment.

I'm seeking to expand my expertise by freelancing on some PR, writing, and translation work. Feel free to get in touch.

BRANDS WORKED WITH

Alexandra Public Relations Full-Time

Atout France - the France Tourism Development Agency Full-Time

Café du Cycliste Full-Time

Cdec BY Cordélia de Castellane Part-Time

Cision Full-Time

Orange Internship

Parker+parker Internship

Experience

● Events Manager & PR Account Manager

Atout France - the France Tourism Development Agency Full-Time | Aug 2019 - Now

I am Atout France - the French Tourism Development Agency - Events Manager and PR Manager representing the French Mountains.

Responsibilities include:

EVENTS

- Creating innovative events for Journalists and Tour Operators (max. 120 people)
 - Finding new and original venues in London to host the events
 - Searching and choosing the best suppliers for the venue decoration, catering, sound system...
 - Working with suppliers and ensuring the projects are running on time
 - Writing the event timeline and working with tight deadlines
- Running the event on the day to make sure it goes smoothly

PUBLIC RELATIONS

- Creating innovative PRs strategies
 - Writing and sending press releases to top UK media and journalists (The Times, The Telegraph, Conde Nast Traveller...)
 - Day to day PRs work, including replying to journalists time-sensitive requests
 - Creating and organising original press trips for groups of 4 to 5 journalists. Coordinating the flights, accommodation and other activities.
 - Reporting and analysing the results of the campaigns
- see less

● PR Manager

Café du Cycliste Full-Time | May 2018 - Aug 2019

PR Manager for Café du Cycliste, a premium French cycling apparel brand. I was in charge of developing the international brand image in media.

Responsibilities include:

PUBLIC RELATIONS

- Planning the press release depending on products launch and coordinating the campaigns with the marketing and production team
- Writing press release in both French and English
- Sending press release and being in contact with journalists, bloggers and influencers
- Organising several press trips during the year for the journalists to discover the brand. Coordination with the France office and project management including flights, hotels, restaurants and activities booking
- Reporting monthly media coverage results to the Marketing Manager

and CEO

TRANSLATIONS

- Contributing to translate the English website into French. It includes blog posts and products' description

see less

● **Media Executive**

Cision Full-Time | Aug 2016 - May 2018

Working as Media Executive for CISION, a media and journalists database, I was in charge of updating and adding data for French-speaking countries in Europe - France, Switzerland, and Belgium to have the most accurate data.

Responsibilities include:

- Reaching publications and journalists to obtain as much information as possible about moves in the industry
- Searching contact details via Google, LinkedIn, Twitter to reach journalists and publications
- Maintaining up to date the database of medias, journalists, bloggers and influencers
- Writing and past-checking in English the daily newsletter about the moves in the media industry and sending the weekly French newsletter composed of an average of 10 news.
- Driving clients and internal projects to collect and update data
- Contributing to plans and reports data on a daily, weekly and monthly basis

After 7 months as a Media Executive, I've transitioned into the business to become a Client Executive.

Responsibilities include:

- Advising and helping customers with their requests and enquiries
- Guiding clients to build their press release journalists list and to send them over
- Answering client's emails and phone calls
- Creating clients accounts through our internal system
- Tracking and reporting actions

see less

● **Public Relations Assistant**

Alexandra Public Relations Full-Time | Nov 2015 - Jul 2016

Working in London and Paris as a PR Assistant to create content for clients working in the luxury design sectors. Creating PR campaigns from writing press releases to analysing and reporting press coverage. Clients are architects, interior designers, interior and outside decoration brands.

Responsibilities include:

- Understanding clients briefs, follow up with the client on projects and monthly reporting
- Creating PR campaigns by targeting the best media via a media database
- Writing and sending press releases to selected journalists
- Creating email templates and press releases with InDesign and Photoshop
- Organising and running press day - finding location and providers, sending invitations, preparing media kit, welcoming journalists, bloggers, and influencers
- Pitching clients' new projects and products to journalists
- Tracking and reporting on clients' print and online coverage
- Managing event projects for international design fairs: budget, timetable, trip guide, booking amenities to have an optimal event organisation

see less

● **Assistant Sales Manager**

Cdec BY Cordélia de Castellane Part-Time | Jul 2015 - Dec 2015

Working as Assistant Sales Manager for the high-end baby and kids clothes brand Cdec in the 3 standalone London boutiques. I was managing the boutique alone, from the morning opening to the evening

closing.

Responsibilities include:

- Providing exceptional customer service, hospitality and high-quality advice
 - Enhancing and developing the business by up-selling and cross-selling
 - Managing the visual display and ensuring the high brand image
 - Using the till, petty cash fund and daily accounting
- see less

● **Public Relations Consultant**

| Oct 2014 - Jan 2015

- Developing global strategic communication and marketing plan: analysing needs, delivering tailored solutions and achieving them
 - Working closely with national newspapers and broadcaster journalists
 - Writing original articles for a magazine specialising in interior design and cooking
 - Planning, writing, publishing and animating Facebook page
- see less

● **Public Relations Assistant**

Orange Internship | Oct 2013 - Apr 2014

- Providing strategic communication plan for the 3 keys pillars: corporate sponsorship, telecommunication networks development and start-up companies support programme
 - Writing press release, speeches, background briefings, to hold strong press conferences
 - Collecting and analysing media coverage
- see less

● **Digital Marketing Assistant**

Parker+parker Internship | Dec 2012 - Aug 2013

- Creating original and creative content for social media supports
- Understanding clients' needs before briefing the creative team
- Publishing web contents and ranking pages (SEO, SEM)

Education & Training

2012 - 2014 ● **EFAP - Ecole Française des Attachés de Presse**

Master's degree, Communication and Media Studies

2010 - 2012 ● **Lycée Notre Dame De La Paix**

Higher National Diploma, Marketing / Communication