



Sebastien Crosnier

Digital Expert - Marketing/Communication - Digital Strategist - Creative Thinker - Brand/Image Director

Paris, France

[View profile on Dweet](#)

Links

[LinkedIn](#) [Instagram](#)

Languages

French (Native)

English (Fluent)

About

Marketing/Creative Director - Content/Idea Producer

Passionate about photography, design, and new technologies.

I possess a strong background in digital marketing and communication through consistent experiences in digital companies and advertising agencies.

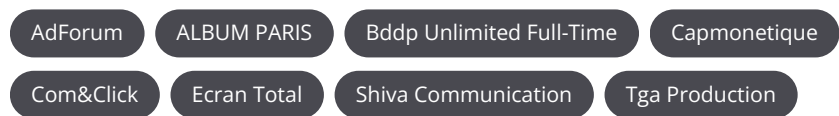
Throughout my career, I have developed my knowledge and skills in brand strategy, design, and communication. I have worked on a wide range of brands and branding issues with big companies.

Specialties:

- Digital strategies establishment: management, production of digital content, and strategic coordination
- Excellent knowledge of digital marketing: digital brand management, social media management, SEO, SEA...)
- Strategic planning and communication media - Web and mobile ergonomics (UX)
- E-commerce and digital performance analysis
- Excellent communication and management skills
- Project team leader (using Slack, Zeplin, Jira)
- Design skills (UX design, Responsive design) - Web design and photography (Sketch, Photoshop, Lightroom)

- Photoshoot and Styling

BRANDS WORKED WITH



Experience



● Head Of Digital - Image Director -Business Development

ALBUM PARIS | Jun 2022 - Now

- Shape the creative expression in line with the brand vision.
- Create digital content strategy and develop creative ideas, photo and video creative concepts, suggest new innovative ways of delivering digital content and keep up-to-date with the latest digital marketing trends.
- Organise and produce photoshoots and video shoots.
- Develop the growth of the brand's online business, leading the site design, as well as driving digital innovation across all touch points.
- Manage the overall voice of the brand voice and identity, ensuring consistency across SEO, Social, Email, Affiliates and Paid Advertising.



● Co-founder - Strategist/Creative Thinker

Ecran Total | Jan 2022 - Oct 2022

Manger of a digital studio specialised in Luxury, Fashion Brands & Artists.
Created In Partnership With KITTEN PRODUCTION And SHERIFF PROJECTS.



● Global Marketing/E-Commerce & Brand Manager

AdForum | Sep 2014 - Dec 2021

Company: www.adforum.com

- Define, lead and execute the digital marketing and creative strategy on a global level.
- Manage internal and external teams of developers, designers, and content managers to ensure consistency in brand visual identity, website development, marketing strategy, and content creation.
- Conceptualize, direct and implement all facets of new brand identity across all digital and offline mediums.

New brand identity - New website - Content marketing, sales and marketing materials, and advertisements.
- Increase e-commerce revenue through traffic acquisition (affiliation, SEO, SMO, Paid media, omnichannel marketing...), user experience, and customer service (UX, UI, CX).



- **Brand Manager**

AdForum | Dec 2013 - Aug 2015

- **Digital Strategy Director**

Shiva Communication | Dec 2012 - Oct 2013

Company: www.lonsdale.fr/en

- Client pitches - Recommend and implement digital strategies, design and user experience solutions.
- Lead project managers, creative and tech teams from planning to development to execution to evaluation: communication strategies, responsive websites, mobile apps, UX/UI/CX designs.
- Lead client workshops and client accounts within the agency.

- **Digital Project Director**

Bddp Unlimited Full-Time | Jan 2006 - Dec 2011

Company: TBWA Paris - BDDP Unlimited - www.tbwa-paris.com/en

Lead 360° and digital marketing strategies for high-profile clients, from inception to launch including the development of websites and mobile applications, marketing/communication assets, SMO, SEO, video and photo production, digital content production, and interactive campaigns...

Projects' value ranged from \$50k to \$8 million.



- **Project & Communication manager**

Com&Click | Jan 2004 - Jan 2006

- **Communication Manager & Content Producer**

Tga Production | Jan 2002 - Oct 2003

- **Communication Manager**

Capmonetique | Jun 2001 - Dec 2001

Education & Training

2001 - 2002

- **Grenoble Ecole de Management**

Master's Degree, Marketing/Communication and Digital

2000 - 2001

- **Université Poitiers**

Master's degree, Economics, Marketing and Management