



Liv Richard

Communication Strategy Consultant

92300 Levallois-Perret, France

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Links

[LinkedIn](#)

Languages

German (Basic)

French (Native)

English (Fluent)

About

As an expert of all corporate digital communications questions, such as online reputation issues, crisis management, social media strategies, or even websites design, I provide an informed and strategic vision to guide changes through communications plan. I am currently working as a freelancer, supporting companies in their communication needs.

BRANDS WORKED WITH

Air Liquide

Reputation Squad

Thales Defense and security/ Colombes

Experience



Digital Department Manager – Group Communication

Air Liquide | Jan 2018 - Jan 2022

Definition and implementation of Group's digital communication strategy

- Guardian of the performance, the consistency and the governance of the internal and external digital ecosystem of the Group.
- Onboarding of the internal and external stakeholders (funding request, EXCOM adoption, etc.) on our substantial projects.
- Projects : revamping of the 120 websites of the Group, implementation of a DAM (Digital Asset Management Platform) at international level, intranet optimisation project, etc.
- Manager of 4 direct coworkers and 4 onsite consultants.
- Budget management of the department and the projects (+ 4M€).



Digital Projects Manager

Air Liquide | Jan 2016 - Jan 2018

In charge of several projects dedicated to the Group's online exposure (ex: employee advocacy program, global SEO optimisations).

- Group's/subsidiaries' Social media strategy and governance.
- Internal trainings and awareness raising to online image.



Account Director – Corporate Accounts

Reputation Squad | Jan 2011 - Jan 2016

Definition and implementation of the digital strategy of my clients, in charge of the relation with the client, and the business development of my portfolio

- Coordination and management of the cross-functional teams in charge of my portfolio – direct manager of 3 coworkers.
- In charge of various cross mission within the agency (recruiting, internal communication).

External Communication Officer

Thales Defense and security/ Colombes | Jan 2009 - Jan 2011

Press relations – writing of press kit and press releases, press events organisation.

- Edition – creation of an interactive support presentinf the defense product range
- Web influencer relations

Education & Training

2007 - 2008

Université Paris XI

Master II, International Law/ Diplomacy and strategic negotiations

2002 - 2007

Panthéon-Assas Paris II

Master, International Law

