



Marie-Ange Chaumeil

International Head of Communication - Brand Specialist

Paris, France

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Links

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Languages

French (Native)

English (Native)

Spanish (Work Proficiency)

About

Passionate about brand content and communication strategies, with international experience in IT, Publishing, Hospitality, Cosmetics and Fashion.

Professional background:

Communication Manager - SCC France

Client Manager - Maison Moderne

Marketing, Communication & PR Manager - Sofitel Luxembourg Europe

International PR Assistant - Christian Dior Couture

PR and Communication Assistant for Clinique and Smashbox - The Estée Lauder

Companies

PR Assistant - ONLYLYON

Purchasing Assistant - L'Oréal Middle East

Skills:

Communication & PR

Brand content

Strategic Marketing

Social media

Foreign languages: french (mother tongue), english (bilingual), spanish (comfortable level), arabic (basics)

BRANDS WORKED WITH

LaTour Media Group

Maison Moderne

SCC France

Sofitel Luxembourg Europe

Experience

● Head of Communication

LaTour Media Group | Apr 2023 - Now

In charge of:

- defining the global communication strategy for Adriver Group (Adriver France, Adriver UK, Adriver Italia).
- defining the POE strategy
- defining the company's media, editorial and visual strategy
- defining and validating the implementation of the communication plan (both internal and external)
- managing the digital strategy (newsletter and social media)
- ensuring the consistency of the company's image across all communication and media channels
- defining budgets and KPIs

● Communication Manager

SCC France | Apr 2021 - Apr 2023

- Develop both internal and external communication strategy
- Offer communication highlights in top media
- Define communication plan and calendar while guaranteeing an overall consistency
- Design and / or manage the production of communication tools for both print and digital use
- Organise and develop internal and VIP events hand in hand with the Marketing team
- Boost company's external visibility during global events
- Mobilize company's stakeholders on subjects aimed at promoting SCC France
- Manage and optimize allocated budgets
- Mesure and monitor the effectiveness of communication plan
- Management of a team of 5 communication coordinators

● Brand Content Client Manager

Maison Moderne | Aug 2019 - Apr 2021



Accompany and support clients in the definition of their content marketing strategy and ensure their storytelling is effective and reaches the right audience

Develop a full brand content strategy for clients and ensure effectiveness and impact of their story

Understand the needs and challenges of a client base in order to accompany them in their multi-channels content marketing projects (print, web, mobile, video and live)

In charge of the production of hex Magazine (Nordstad's magazine)

Plan, develop and execute marketing and sales programs

Create/analyze digital dashboards, track, optimize and report on KPIs

Ensure the link between the client, its objectives and demands, and the analytical, strategic and production skills of the Agency

Ensure the project follow-up while respecting timing and budgets

Ensure the administrative and numerical follow-up regarding a client base

Ensure the commercial relation with clients in order to optimise Maison Moderne's presence

● Marketing & Communication Manager

Sofitel Luxembourg Europe | Jun 2018 - Aug 2019

In charge of the Marketing and Communication department

In charge of the Social media Strategy and the elaboration of all internal and external communication content (Room Service, Bar and restaurants menus, flyers / invitation for events, visuals for media campaigns)

Implement/optimize B2C and B2B lead generation campaigns

Assist in developing and implementing effective SEO campaigns and content optimization initiatives

Coordinating email campaigns: managing an email marketing calendar, creating emails, editing copy and deploying campaigns

Content creation : advertising, website, webinars, newsletters, user guide

Finding new ideas and projects to increase the notoriety of the Sofitel Luxembourg Europe (through events, partnerships or print and online presence)

Negotiating with different medias to increase the presence of Sofitel Luxembourg Europe

Main contact for journalists

Prepare analytic reports & make data-driven recommendations on KPIs

Reporting directly to the General Manager

Part of the Executive Committee