



Fabienne Gior-danella

Global Press Relations & Influence Senior expert

📍 Grand Paris, France

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Languages

French (Native)

English (Fluent)

Italian (Basic)

About

Expert and passionate PR professional with a proven-track record of managing PR and influence projects in fast-paced and international environments. Strong appetite for PR and E-PR strategy, global monitoring and coordination, storytelling, content creation.

Business-oriented mindset coupled with a creative approach, attention to detail and ability to focus on the big picture.

Enthusiastic, committed, open-minded, tenacious team player, with a high interest in fashion/ fashion accessories, jewelry, beauty and lifestyle.

BRANDS WORKED WITH

Express Conseil

Free lance

Hopscotch rouge

Pandora

Réflexion Publique

Sport Events

swarovski

Experience



● Responsable RP et Influence

Pandora | Nov 2021 - Nov 2022

- Adaptation et optimisation de la stratégie globale earned media pour le marché français
- Pilotage du bureau de presse
- Pilotage d'agences d'événementiel
- Conception et mise en place d'événements RP/ influence: journées presse, sponsoring de l'Hôtel Mafhouf (août 2022), lancement de collection Marvel x Pandora, etc...
- Construction d'activations influence, paid et earned : concept, définition de KPIs, identification de créateurs de contenus profils macro et méga influenceurs, brief, contrat, suivi de production des livrables...
- Mise en place de partenariats média
- Rédaction/ Production d'outils presse
- Contacts journalistes
- Placement de produits
- Product seedings
- Gestion et pilotage budgétaire
- Management d'une spécialiste RP/ influence

● Free lance PR consultant

Free lance | Sep 2019 - Mar 2022



● Senior Global PR Manager

swarovski | Sep 2008 - May 2019

- Global PR strategy definition and deployment
- Monitoring about 30 markets (Europe, Asia Pacific, North and South America, Middle East) to help them execute the global PR plan, including collection launch, campaign launch, PR events, press days, gifting strategy, etc...
- Supporting local activities: agency pitch, local events, special content creation, store opening...
- Monitoring of the worldwide digital PR newsroom: editorial planning, production of all press releases and press kits from copywriting to creative direction and assets production, traffic analysis
- PR meetings with key fashion editors and influencers all year long, notably during Paris Fashion Week and Baselworld fair: collection walk through, digital activations, TV shooting organization...
- Interview planning and organizing for CEO, Creative Director and brand ambassadors, from research to talking points and spokespersons' briefing
- Measuring performance of all PR activities: defining KPIs, monitoring editorial tracking agency, conducting quali/ quanti reports

Influencers

- Sourcing relevant influencers

- Negotiation and deliverables tracking with talents' managements (Karlie Kloss, Miranda Kerr, Chiara Ferragni, Jourdan Dunn...): interviews, public appearances, digital activations (posts, stories, take-overs)

Brand content

- Copywriting of SEO optimized articles for swarovski.com
- Photo and video content production: briefing, follow-up, third-parties sourcing



● Senior PR Consultant

Hopscotch rouge | Aug 2004 - Jul 2008

- Consulting, implementation and follow-up of PR campaigns: Wonderbra's 10th anniversary, Playtex's image rejuvenation, GHD's launch on French market, corporate communications for Nestlé, product launches for Colgate Palmolive Bodycare and for Unilever
- PR content production: creation of surveys in partnership with CREDOC, creation of limited editions for Wonderbra...
- Monitoring of photo production : still life and atmosphere
- Brief and creation of all PR tools : press kits, press releases, press invitations

● PR Officer

Express Conseil | Aug 2002 - Mar 2004

- PR implementation and follow-up for Centre region, Dolce Chantilly hotel****, premium shopping outlet La Vallée Village: press trips and press conferences organization, press kits and press releases copywriting
- Events and editorial reporting, quantitative and qualitative campaign analysis

● Junior PR Officer

Réflexion Publique | Jan 2001 - Jul 2002

- Media pitching to generate press coverage on Vivendi Universal Publishing's educational websites and portals
- TV shooting organization, from logistics to stakeholders's coordination and briefing
- Media relationship and database monitoring

● Junior Project Manager

Sport Events | Mar 1999 - Dec 2000

- Contact with French sports federations to elaborate relevant and grounded sponsoring recommendations to clients and prospects
- Participating in the implementation of the first beach rugby tour, aiming at dynamizing the image of the French Rugby Federation (12 spots on French littoral)
 - o Project pitching to beach resorts
 - o Coordinating sponsors (Nike, Pepsi, Ben&Jerry's...) to develop promotional and event printed tools and to implement giveaways and samples on site
 - o Coordinating TV and radio spots creation with Publicis
 - o Pitching local media (print, TV and radio) to generate media coverage
 - o Logistics (hotel booking for the staff, road-books elaboration)

Education & Training

1997 - 1999

● EFAP - École des nouveaux métiers de la communication

Licence communication,