



Chris Sengthong

Communication, Brand Content, Copywriting - Fashion, wine, lifestyle

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Links

[Website](#) [LinkedIn](#)

Languages

- English (Fluent)
- French (Native)

About

I help brands build up their desirability & their awareness, by telling stories that reveal their personality. Nice to meet you.

What I usually work on as a freelance:

Strategic planning: Brand platform, target, positioning, content strategy
Writing: Brand texts, copywriting, press releases/files, articles and posts (magazines, blogs, newsletters, social media Instagram/LinkedIn...)

Depending on the type of mission, my clients call me Communication Manager, Brand Content Strategist, or even Editor. Otherwise, "Chris" works fine by me.

Former journalist and communications professional for 10+ years, my experiences have taken me to agencies, advertisers, as well as freelance work for brands, retailers and magazines.

Favorite areas: Fashion, lifestyle and wine, in a premium/luxury environment.

BRANDS WORKED WITH

- MENLOOK GROUP
- \Textuel\La Mine
- Jane de Boy
- Wrangler
- Zadig&Voltaire
- celio
- têtu
- FASHION FOR MEN magazine
- Printemps

Experience



● Head of Communications & Chief Operating Officer

Jane de Boy | Jan 2018 - Mar 2023

Jane de Boy global activity operational management, reporting directly to the founders.

Key achievements:

- Built the Studio team of 15+ collaborators
- Web turnover YoY avg. +135%
- Online traffic YoY avg. +130%
- Gained +70k followers on Instagram

Main contact dedicated to communication and buying:

- Brand image management & communication on / offline / PR / social media / partnerships
- Brand portfolio management and development (250+ designers)
- Collections buying under the direction of Marie Diard, Jane de Boy founder
- Budgets, sales, stocks, reorders & performance management
- Supplier relations and trade terms negotiation

Management and coordination of the photo, e-commerce, logistics, retail, customer relations, administration departments.

(Head of Communications from jan.18 to apr.19 then appointed COO)

● Communications Manager & Editor

| Nov 2012 - Now

Freelance Communications manager & Editor/writer based in Bordeaux, France.

PRESS

- TÊTU, Fashion & Grooming Editor (2012-2017)
- FASHION FOR MEN Magazine by Milan Vukmirovic, Editor-at-Large (2014-2017)

RETAILERS

- PRINTEMPS, Menswear Editor (2018-2021)
- MENLOOK, Communications Manager, Editor-in-Chief, Copywriter

(2013-2017)

BRANDS

- WRANGLER, French Copywriter & Community Manager (2014-2023)
- MAISON FIGURA, Influence & Partnerships advisor (2024)

Also: ZADIG&VOLTAIRE, SPORTY HENRI, CELIO, RUE DU COMMERCE, POSE MAG...

● **Editorial Manager**

MENLOOK GROUP | Jan 2011 - May 2013

Launched in September 2010, Menlook (MenInvest group) was the leading menswear & lifestyle e-tailer in Europe. With a defining e-commerce + media strategy, Menlook had 4m unique visitors monthly with over 2,000 designers represented online. Menlook ended in 2017.

Definition, implementation and coordination of Menlook overall editorial strategy.

- Editorial animation of the e-commerce site
- Print magazine creation & production (semi-annual, circ. 100,000 bilingual FR/EN)
- Online magazine Editor-in-chief
- Partnerships development
- Communication tools production

● **Web Editorial Project Manager**

\Textuel\La Mine | Jan 2009 - Dec 2010

Management & production of editorial communication materials on an international scale.

Key Achievements :

- NISSAN EUROPE: Internal magazine & newsletter management
- RENAULT-NISSAN ALLIANCE: Corporate blog production
- RENAULT: Patrick Pélata, Renault CEO blog production
- INA: INA Global production (now La Revue des Médias)

Education & Training

2023 - 2023 ● **Wine & Spirit Education Trust**
WSET Level 2 Award in Wines, Oenology

2019 - 2020 ● **EBABX Fine Arts School of Bordeaux**
Public Courses, Life drawing

2010 - 2010 ● **Sheffield Hallam University**
Bachelor of Arts (BA), Management

2006 - 2010 ● **ESSEC Business School**
Global BBA (EPSCI), Business Management