



Lê Thi Mai Al-lafort

Content Marketing Strategist

Paris, France

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Languages

English (Work Proficiency)

French (Native)

Spanish (Basic)

French (Native)

Russian (Basic)

About

Proven experience in branding and content strategy in media companies (B2C & B2B) and agencies. Management of significant budgets, content team and outsourcing. Experience in forecasting and strategic planning. Lecturer. People-oriented leader. I combine expertise in content strategy, user-centered brand experience and performance marketing. I am inspired by products and platforms for creators, mainstream and niche internet services. Profile: -Creative

BRANDS WORKED WITH

Cbs Interactive

Groupe Marie-Claire/web

Naver France/brand

Ngpa - la Toque

Publicis Conseil/content

W&cie - Havas

Experience

● in Chief (replacement)

Ngpa - la Toque | Mar 2020 - Now

- Web editor and replacement of the print editor for a monthly magazine.
- Editorial management (content for professionals - bakery, pastry, chocolate)
- Renewal and enhancement of the brand (logo, baseline, editorial direction)
- Deployment of the web content strategy and optimization
- Diversification of branded products
- Content team management (journalists, social media manager)
- Coordination of services (SR, designer, developers, CRM)
- Trade shows, brand events
- Creation of new digital content formats to reinforce the brand
- Launch of a special issue for the 30th anniversary of the brand

● Brand Strategist

| Oct 2019 - Mar 2020

- I assist brands and companies in their brand positioning by focusing on innovation driven marketing:
- Industry data research to develop a strategic plan
- Foresight and strategic planning
- Close collaboration with the client to better understand their objectives
- Proposing groundbreaking ideas
- Producing a coherent plan and recommendations

● Marketing Manager

Naver France/brand | Jan 2019 - Sep 2019

- Market research
- Recommendations (podcast, webtoon - digital comic book to scroll)
- Recruitment and management of content creators

● /Head of content

W&cie - Havas | Aug 2018 - Jan 2019

- As a consultant, I organized and facilitated ideation workshops and content strategies for B2B and B2C brands.
- In charge of providing storytelling and customer experience for Aéroports de Paris.
- Wrote part of the manifesto for Amundi and its ESG positioning, the white paper for RTE.
- Organized interviews with Grant Thornton consultants to manage the self branding operation on their social media.

● strategist

Publicis Conseil/content | Jan 2017 - Aug 2018

- As a consultant, I organized and facilitated ideation workshops and content strategies for mainstream brands.

- Editorial recommendations
- Development of an editorial calendar
- Strategic recommendations on the place of content in a market-place and e commerce
- Social editorial management (Instagram)
- CRM recommendations
- Recommendations for commercial highlights (UX and content)
- Newsletter template creation and content management

- **publisher**

Groupe Marie-Claire/web | Sep 2012 - Oct 2016

- Head of Brand content strategy for the digital transformation.
- Content management, editorial calendar and team supervision.
- Development of content marketing.
- Recruiting influencers and setting up events and special operations.
- Social media expertise, community animation and brand communication management.
- SEO, SMO, SEM, SEA strategy.
- Editorial and commercial marketing
- Development of digital formats (UX/UI, video, visual content)

- **Goosto/Web**

Cbs Interactive | May 2007 - Mar 2012

- Management of the Goosto.fr website
- Improvement and enhancement of the content
- Video reports
- Site migration
- Brand strategy