



Emmanuelle Falco

Digital Communication & Marketing Director

Paris, France

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Links

[LinkedIn](#)

Languages

English (Fluent)

Italian (Basic)

About

20yo experienced Digital Communication Director with a demonstrated history in the best creative and awarded agencies. Skilled in developing integrated Marketing Strategies and seamless clients experiences for premium and international Brands. Excited by challenges, energetic agent of transformation. Ability to work in fast paced environments and transversal teams management. Driven by the quest of beauty and excellence. Passionate about Creation and Art. Artist Icônist, founder of Icônism which stands at the crossroads of personal development and art, photography @ellefalco.com EXPERTISES: Consulting in digital communication and marketing strategy Lead & Coordination of expertises : project management, creative, UX, data, tech, media Digital transformation and acceleration : audit, process, organization International coordination: hub and local markets teams Management: organization, recruitment, training, evaluation Creation of omnichannel communication campaigns Audit & creation of digital ecosystems: brand content, social media, influence Definition of CX vision and deployment : workshops, CX committee Creation & Animation of PRM/CRM / ecommerce platforms Conception of business and relationship programs Data driven monitoring of activations and reporting (KPIs) EXPERIENCES IN FOLLOWING INDUSTRIES AND BRANDS : Luxury : Christian Dior Parfums, Shiseido, Glenmorangie Beauty & Care : L'Oréal Paris, Maybelline NY, Groupe L'Oréal Retail : Monoprix, Sushishop, Intermarché, 4Murs Automotive : Volkswagen, Hyundai, Kia Health : Bayer, Sanofi, Ramsay Santé Travel : Club Med, Parc Astérix Food : Kellogg's, Solinest, Heineken, Coca-Cola Banking & Insurance : Groupe Covéa Institutional : DCSR, Santé Publique France Transports : Groupe RATP, Air France

BRANDS WORKED WITH

DDB Paris

FullSIX Groupe

Isobar

MRM Paris

Romance, Omnicom Group

Experience

- **Digital Communication and Marketing Director**
| Sep 2022 - Now
- **Associate Director / Head of digital / Member of executive committee**
Romance, Omnicom Group | Jan 2020 - Aug 2022
Mission: Definition of agency's digital positioning and creation of the offer: Customer experience, PRM/CRM, Brand content, Social Media and Influence Marketing. Consulting & support of key accounts marketing and communication teams. Management of 15 people: organization, recruitment, training, evaluation. Collaboration with Omnicom Media Agencies. Business development.
- **Deputy Director / Member of executive committee**
DDB Paris | Feb 2017 - Jan 2020
Mission: Definition of agency's Customer Experience positioning and offer Creation of new levers of growth for brands through collaborative methods. Consulting & support of Volkswagen France marketing and communication team. Coordination of local activations with international partners / Hub. Management of 60 people: organization, recruitment, training, evaluation. Business development. Focus on Volkswagen France Rationalization & redesign of digital ecosystem to maximize leads generation. Creation of omnichannel communication campaigns: branding / performance targeted by clusters of audience: TV, print, radio, SEO/SEA, media partnerships, display, social media, showroom. Collaboration with Omnicom Media Agency. Conception and roll out of PRM/CRM platforms. Definition of relationship cycles and loyalty program architecture. Creation & animation of multiexpertises CX committee: governance, processes, roadmap. Data driven monitoring of performance activations



and reporting: monthly committee, dashboard, continuous improvement.

- **Senior Manager / Member of executive committee**

FullSIX Groupe | May 2014 - Feb 2017

Mission: Management of communication and performance campaigns for premium brands including the coordination with creative, tech, data, UX, media departments. Business development. Management of several teams of Account and Project Managers. Main Achievements Groupe RATP – 2016: Creation and launch of awarded 360° participative activation campaign to launch future services. Groupe Covea – 2015-2016: Collaboration with Maaf marketing department. Conception of uses cases and supervision of DMP implementation. Coordination of performance media campaigns to optimize the generation of leads. L'Oréal Professionnel – 2014-2016: Creation of branding campaigns for the communication department. International lead hub, localization of masters. 20 countries roll out. 10 campaigns/year. Management of a dedicated team (5 people). Bayer – 2014-2016: Collaboration with digital communication direction. Definition and launch of OTC brands digital ecosystem. Redesign of Btoc and BtoB digital ecosystems for animal health brands. Management of a dedicated team (4 people).

- **Head of Digital Department / Member of executive committee**

MRM Paris | Jun 2012 - May 2014

Mission: Responsible of the digital department creation: team, process, offer, business development. Management of key clients 'digital strategies to develop creative solutions that boost the brand's reputation and performance Main Achievements L'Oréal Paris / Maybelline NY -2012-2014: Collaboration with communication departments and hubs in Paris and NY. Coordination of local markets (30 countries). Definition of branding strategies. Production of masters (websites, media campaigns) and localization for 10 countries. 20 campaigns/year.



- **Clients Director**

Isobar | Feb 2002 - Jul 2012

Mission: Management of global communication campaigns for premium brands including the coordination with advertising and media agencies. Management of several teams of Account and Project Managers. Main Achievements Kellogg's – 2011-2012: Management of multi-brands activations (websites, campaigns). International coordination with Isobar and Carat Network. Management of a dedicated team (4 people). Monoprix - 2006-2011: Definition and launch of Monoprix digital ecosystem in collaboration with communication and marketing departments (corporate website, CRM program, ecommerce platform). Creation of drive to store campaigns and conception / production front- end Monoprix.fr. Heineken Entreprise -2004- 2011: Collaboration with digital communication department. Development and implementation of digital strategy including the launch of BeerTander e-commerce website and CRM platform. Creation of 8 brands websites.

Education & Training

1999 - 2002 ● **NEOMA Business School**
Certification, Bachelor of Science in Marketing

1994 - 1998 ● **Lycée Saint Just Lyon**
Certification,