



# Laurence Royer

Consultant in branding & communications with CSR & creative inputs

📍 Brest, France

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## Languages

English

French

## About

FRENCH-BASED CONSULTANT IN COMMUNICATION & MARKETING. 16 YEARS EXPERIENCE WITH SPECIALIZATION IN BRAND STRATEGY, CSR, CREATION AND 360° APPROACH OF BRAND CONTENT.

BRANDS WORKED WITH

Wolkoff et Arnodin communication agency

## Experience

### ● BRAND STRATEGIST CONSULTANT

| Feb 2016 - Now

My mission is to build and deliver brand identities, storytellings and communication ideas with sustainable and creative inputs. Sectors of activity: Lifestyle, Luxury, Fashion, Beauty. Field of services: #1 - Marketing intelligence & consumer knowledge Consumer insights

- Market monitoring
- Consumer & influencer personas
- Trend forecasting. #2 - Brand identity Positioning & concept
- Strategic recommendations
- Brand platform/ Brand book
- Storytelling & Manifesto
- Tone of voice & editorial plan. #3 - Brand experience & communication Communication platform
- Ad campaign concepts
- Co-branding & partnership strategies
- Event & media activation propositions. #4 - Brand content Moodboards
- Creative briefs for shooting & events
- Talent sourcing
- Layout creations
- Copy-writing.

### ● STRATEGIC PLANNER & SENIOR ACCOUNT MANAGER

Wolkoff et Arnodin communication agency | Jul 2012 - Apr 2019

Clients: Coca-Cola light x Jean Paul Gaultier, Marc Jacobs, Chanel beauty, L'Oréal, Yves Saint Laurent Museum, ELLE, Chantal Thomass, Sarenza, IFM, Cotélaç, Leherpeur Paris, Louis Pion Watches, Herborist (Shanghai Jahwa Group)... Fields of missions: #1 - Marketing intelligence for markets & consumer knowledge

- Focus group, interviews and workshops: conception of protocols.
- Personas: definition of their typologies, references, behaviour and attitude, the whys + consumer journey and touch points.
- Research and insights digging.
- Market studies: benchmark & best practices of the direct and indirect competitors.

### ● Fashion designer

| Jan 2005 - Jan 2011

Entrepreneurship, launch of an ethical fashion brand:

- 5 years business plan (follow-up with the incubator 'Le GEAI').
- Creation, sourcing, development and production of the collections (Indian and Malagasy ethical suppliers).
- Strategy and brand marketing - communication plan and actions.
- Participation in the 2008 edition of the Ethical fashion show and the 2008 edition of Texworld designer award. Fashion designer Brands: Lee Cooper, Cerruti, Loulou de la Falaise, Bill Tornade.
- Monitoring and analysis of seasonal fashion creative trends.
- Creation of seasonal trend books.
- Selection of fabrics, colors and components.
- Creation and product development from drawings to fitting.