

Fakinos Marianne

Social Media Manager

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OBJECTIVES

Providing my social networks expertise to your brand & products. Creating an effective & coherent online communication strategy.

SKILLS

Content creation
E-reputation management
Social Media strategy: suggestion & guidance
Benchmarking

Establish & develop partnerships
Implementation of online and offline content
SMO/SEO
Reporting

PROFESSIONAL EXPERIENCE:

January 2013 – December 2013: Lead Community Manager – Ubisoft Montréal

➤ www.ubi.com

- Definition of the social media strategy: creating and writing content for several mediums (website, social networks, press reviews) for a Free2play online game. Release planning.
- Community management: creation & engagement of a growing up community of over 40 000 fans on Facebook. Collaboration with Production & Marketing team. Organizing live events via social networks.
- Team Recruitment & management: 4 international community managers (France, USA, Germany).

October 2011 – November 2012: Community Manager - Ubisoft Paris

➤ www.ubi.com

- Community management: analyzing, creating and organizing live events via Social Networks for a Free2play online game.
- Community feedback analysis: general analysis, statistical analysis and collaboration with Production & Marketing team for game monetization improvement.
- Editorial: creation and copywriting.
- Team management (Game Masters and Customer Support): game security, moderation, animation, etc.

April 2011 – October 2011: Social Media Project Manager - Webpopulation (Digital Communication agency)

➤ www.webpopulation.com

- Social Media Management: suggestion and implementation of web marketing strategies, production monitoring, customer relations, etc. for brand such as Tati.fr. Facebook community: + 200k fans.
- Community management: creation and community monitoring (Facebook, Twitter, Youtube, etc.), blog relations, general analysis, statistical analysis, etc
- Editorial: creation and copywriting for social networks. Writing reviews for Photos.fr, Art Actuel and agency blogs.
- Team management (2 community managers)

July 2010 - January 2011: Community Manager - 50 A (digital communication agency)

➤ www.50a.fr

- Online Reputation Management: definition of positioning strategies on different social networks for brands and products such as “Dom Perignon”, “Promovacances”, “Societe Generale”, “Anacours”, etc.
- Community strategy planning: daily presence on social networks, creating and writing content, community feedback analysis, etc.
- Events: implementation of varied online content (competitions, sponsorship, partnerships) and offline (BarCamp, OpenSpace and Open Kitchen).

June 2008 - June 2009: Supervisor in an Offshore Call center Supervisor - Cellfish Media

➤ <http://www.cellfishmedia.com>

- Chat system (text messages, internet) supervision.
- International team management: defining objectives, briefs, followed by quantitative and qualitative results and conflict management.
- Marketing Strategy Analysis (Internet advertising).

November 2007 - March 2008: Editor - CommeauCinéma.com (internship)

➤ www.commeaucinema.com

- Writing reviews.
- Conducting interviews.
- Managing press reviews.

EDUCATION:

2003 – 2006: Master of Arts, languages, Communication – Specialty Cinema – University of Lille 3 - Lille

2003: DEUG (Second year university diploma) Cultural mediation and Communication – University of Lille 3

2000: Baccalauréat Littéraire (A Level)

LANGUAGES:

- French ☒ ☒ ☒ ☒ ☒
- English ☒ ☒ ☒ ☒ ☐

DATA PROCESSING / SOFTWARE / LANGUAGES:

- Operating systems Windows et Mac OS X
- Suite Microsoft Office ☒ ☒ ☒ ☒ ☐
- Adobe Photoshop ☒ ☒ ☒ ☒ ☐
- Adobe Premiere Pro ☒ ☒ ☐ ☐ ☐
- WordPress ☒ ☒ ☒ ☒ ☒
- CSS ☒ ☐ ☐ ☐ ☐
- HTML ☒ ☒ ☐ ☐ ☐

INTERESTS

Photography, fantasy movies, fashion, video games, yoga, American literature.

References provided upon request.