



Marie SPYRIDAKIS

Digital Communication & Content Specialist

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Based in Lyon, available in Montpellier



Showreel video [2025 Portfolio](#)

PROFILE

Graduated with **two Master's degrees** in Digital Communication and Audiovisual Communication & Creative Production, with **4 years of experience** through work-study programs in both large companies and SMEs. Passionate about content creation and communication strategy, I enjoy designing visual content and communication campaigns that combine aesthetics, consistency, and impact.

PROFESSIONAL EXPERIENCES

DIGITAL COMMUNICATION & CONTENT SPECIALIST (APPRENTICESHIP)

GXP/manager et TOMASELLI COLLECTIONS (2023 - 2025) - LYON

- Production of visual content (photo/video shoots, editing, graphic design, photo retouching)
- Creation of newsletter content
- Management of editorial calendars and social media platforms
- Creation of social media content (Reels, short-form content)
- Design of digital and print materials (promotional assets, press relations, editorial and corporate communication, brochures, booklets...)

KEY RESULT: *Repositioning video formats, resulting in x5 engagement growth on social media.*

DIGITAL COMMUNICATION OFFICER (APPRENTICESHIP)

TOTALENERGIES RENEWABLES FRANCE (2021 - 2023) - BÉZIERS/PARIS

- Creation of corporate visual and video content, newsletters, and bilingual project website content (FR/EN)
- Design of print and digital communication materials
- Editorial planning for LinkedIn communication
- Coordination with agencies, service providers, partners, and internal teams
- Organization of internal and external professional events, including project and budget management
- Participation in communication campaigns and multi-channel content distribution

KEY RESULT: *réalisation d'une vidéo phare de projet générant 800 interactions sur les réseaux du groupe.*

EDUCATION

MASTER'S DEGREE IN AUDIOVISUAL COMMUNICATION & CREATIVE PRODUCTION

SUP DE PUB LYON (2023 - 2025)

Final-year project: professional project (Q.rieux, available on my portfolio), video production, showreel creation, and portfolio design on Hostinger

MASTER'S DEGREE IN DIGITAL COMMUNICATION & INFLUENCER MARKETING

ESG MONTPELLIER (2021 - 2023)

Master's thesis: "Art and Digital: the transformation of the artistic experience accelerated by COVID-19"

BACHELOR'S DEGREE IN MANAGEMENT - SALES & MARKETING SPECIALIZATION

MONTPELLIER MANAGEMENT (2018 - 2021)

Internships: MTP Services - Web Content Creator ; L'Endroit Wellness / Nature4You — Communication & PR Assistant ; And Creation of an association and event focused on textile industry impact: "MonGreen Montpellier"

LANGUAGES

French - Native Language · **English** - Professional Proficiency · **Greek** - A2/B1

SKILLS

Creative Direction & Visual Production

Artistic direction for digital content
Visual content production (photo & video)

Photo retouching (Photoshop)
Moodboards and visual identities

Social Media & Content

Social media management
(Instagram, TikTok, LinkedIn, Pinterest)

Editorial strategy and content planning

Adaptation of content for social media platforms (Reels, short-form content)

Copywriting & storytelling

Digital Communication

Monitoring and analysis of digital content performance

SEO-optimized web writing (FR/EN)

Email marketing & newsletters

TOOLS

Adobe Suite (Photoshop, Illustrator, Premiere Pro, After Effects) + Canva
DaVinci Resolve

Microsoft Suite,

Emailing marketing tools (Brevo, Mailjet)

Wordpress, Hostinger

CERTIFICATIONS

TOEIC 840/990 (2021)

CLOE English Certification (in progress)

Projet Voltaire - preparation

INTERESTS

Beauty & cosmetics industry

Audiovisual creation & photography

Music (20 years of conservatory training: violin & singing)

Visual culture & gaming