




Sophia Durand Chapuis


5 years in marketing and communication in the industry world.
They recommend me on LinkedIn /sophia-durand-chapuis

Branding
Digital marketing
Social media content
360° projet management

Creative
Pragmatic
Self-employed worker
At ease with people

Languages

 Fluent Spanish
1 year studying in Madrid

 Fluent English
TOEIC 955/990
7 years in european class at school

 Nativ French
Living in Lyon (near the Alps)

Software

- Adobe Illustrator et Indesign
- Canva
- Editing videos: CapCut, Premiere Pro
- Newsletters : Mailchimp, Infomaniak
- Wordpress + SemRush + Woocommerce
- Google Ad Search : certification 12.17.2024
- Pack Office : mastered
- Hubspot : learning curve...
- Cegid

Education

- 👉 Master's degree in Marketing & Sales, B2B 2017-2019 • IAE Lyon 3 - work-study
- Bachelor fashion designer and patternmaker 2013-2016 • ESMOD Lyon
- 👉 DUETI • Erasmus in Madrid 2012-2013 • UCBLyon 1 et l'Univ. Complutense
- DUT (HND) MARKETING TECHNICIS 2010-2012 • University Claude Bernard Lyon 1

Hobbies

Thanks to my dog, I just completed my first half marathon • I like eating but I don't like to cook everyday, at all ! • My bedside table is filled with sociology books and I watch animal reports on Arte TV to relax my brain.

References

M.TESSON, Sales & Marketing Director, ARPEGE MASTER K | [LinkedIn](#) | patrick.tesson@masterk.com
Mme FERRAND, CEO, Adequation Entreprises | [LinkedIn](#) | hferrand@adequation-entreprises.com

Marketing et communication manager • Industry

March 2020 - August 2023 - **ARPEGE MASTER K**, industrial weighing
70 employees - Turnover 8 million €/year - FrenchFab

- **Design & write communication campaigns (print and digital):** press relations, websites, social networks, mailings, case studies, roll-up, trade fair stands, email signature, goodies...
- **Managing the brand identity :** pilot a qualitative survey in partnership with students from the DUT Marketing Techniques of Lyon 1, validate the the documents' visual identity, naming, designing and shooting the new products
- **Digital presence:** monthly SEO monitoring and product sheet copywriting on the websites (FR &GR), lead analysis on B2B platforms, LinkedIn and YouTube animation
- **Transversal and technical teams:** leading, listening and teaching to carry out these numerous marketing projects in direct contact with the R&D, desk research, factory, IT, quality, CSR, after-sales service and accounting.
- Partial management and **review of the annual budget** for the marketing department (€200,000)
- **Strategic reflection with CEO** on upcoming product launches and communication projects
- **Market analysis:** laws, competition, 5 customer activity sectors

Results: marketing service recognized thanks to internal networking, website positioned in ranks 1 and 3 on Google FR, identity harmonized with automated processes.

Founder • Digital communication & marketing

September 2021 - May 2024 - Running my small business as a side project
PULL PISTACHE : 5800 subscribers on YouTube

- Financial management : budget, margin, invoicing
- Define the brand's media, editorial and visual strategy
- Managing the sales funnel automation and lead acquisition : social media (+100 videos on YouTube, Blog, Pinterest, Instagram, LinkedIn) and SEO traffic
- Monitoring indicators on Google Analytics and YouTube Studio
- Organization of conferences and consulting for fashion brands

Monthly results: 200 visits to the website, 13K Pinterest views, 7K YouTube views, €100 turnover automatically guaranteed.

Sales & communication assistant • B2B

Sept 2018 - Sept 2019, **Adequation Entreprises**, selling goodies, work-study

- Responsible for corporate communications: writing blog articles, emailing campaign and social networks, organization of 2 "open days" per year.
- Phone prospecting, customer meetings, draw up quotes, customer and supplier negotiations.

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