



CONTACT

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SKILLS

- Management
- Social Media and Community Management
- AOs, strategic recommendations
- Audits and benchmarks
- Paid media
- Social listening
- In-house training

MY JOURNEY

Since 2018 - Independent consultant

2017-2018 - Director of Clients service, M&C Saatchi PR France

Clients: QVC France, Unibail-Rodamco, Nude by Nature, Penderyn Whisky, Paris Saint-Germain.

2014-2017 - Social Media Consultant, Publicis Net Intelligenz

Clients: AXA, BPIfrance, Ferrero, Nutella, Road Safety, National Agency for Civic Service, Garmin, Kinder+Sport.

2013 - Master's Degree in Brand Strategy and Branding - CELSA
(work-study program at IBM Europe)

LANGUAGES

Native French speaker
Proficient in English

Nice to meet you! I am

EVA ALEXANDRE

FREELANCE SOCIAL MEDIA MANAGER

I possess a decade of experience in social media management, collaborating with agencies and companies. My specialization centers on B2B, corporate and institutional matters.

MY HIGHLIGHTS

Support from the ALTAREA group

- Social media / Community management
- Social Listening
- Revisions to the group's website.

Since April 2024

Support for the INCYBER Forum (four years).

- Social media and community management for five Forum brands, in addition to the annual live event (INCYBER Europe Forum).
- Paid media strategy (LinkedIn, X)

March to November 2024

Support for the ESSITY Group (3 years). Mission for the Small Agency.

- Management of the editorial calendar and reporting for Lotus Baby (Instagram, Facebook) and Lotus.
- Paid Media Management
- Benchmarks, evaluations, and strategic recommendations for the Lotus Baby, Lotus, and Nana brands.

2021-2025

Management of a client portfolio and team oversight (1 year and a half) for the agency The Social Republic.

- Social media and community management for the brands Würth France, Institut Pasteur, GEFCO France, Ferrero, and Groupe Atlantic.
- Assistance for four juniors in their skill enhancement.

2022-2024

Other missions of which I am proud:

- Strategic and operational assistance for FACT and Siec (2018-2020)
- Strategic and operational support for Symbio (2019-2022), a hydrogen startup that evolved into a joint venture among Faurecia, Stellantis, and Michelin.
- Having mentored young women affiliated with the state association SocialBuilder, I introduced them to the field of social media marketing through specialized conferences and training sessions.

2021-2022