Laura Paillard

A few words about me

I'm French, living in Italy from 2014. I've been working in the Travel and Tourism industrie, in various Marketing positions. I love writing, I am curious, dynamic, quick learner and I thrive working within a team.



Professional Experience



DIRECT MARKETING SPECIALIST MSC Cruises - from 2018

Managing B2C campaigns for French and Swiss mar**kets** (scheduling, copywriting, set-up of one-shot or automated campaigns, testing and targeting, reporting), using emails, mobile or post

In charge of the Precruise Marketing Automation pro**jet:** *developping and optimi*zing informative and commercial communiations to improve customers' pre_cruise experience.



CONTENT SPECIALIST Expedia Inc. - 2014-2017

Writing and translating French web content for different channels (CRM, merchandizing, affiliates, travel agencies, brand, SEO)

Managing content for multilinguage projects working closely with content providing platforms ans various stakeholders

Developing of a new French Tone of Voice and Brand style guide localizing concept proposed by a Brand agency

SEM SPECIALIST NanaLab - Ixily - 2017

Managing the digital marke**ting strategy** *for the French* speaking markets (on adwords and bingads) and price comparision websites (landing pages creation and curation)

MARKETING SPECIALIST Top Service - 2018

Managing the Social Media content and strategy, organizing promotional events, prospecting for new clients and partnerships

Skills

SPECIFIC ABILITIES

Project Management

Copywriting

Reporting and Analysing

Localization (ENG > FRA, ITA > FRA)

TOOLS AND TECHNOLOGIES

Marketo

----Contact Lab

SAS (Guide and Campaign Managment)

WordPress Office Pack

DIGITAL

& SOCIAL

Adobe Suite

Microsoft Teams

HTML tags 00000

EDUCATION

Certificate in teaching French to Foreigners - 2016

Alliance française, correspondence course

Master's degree in Journalism - 2013

UCL, Louvain-la-Neuve, Belgium Erasmus in Rome, Italy

Bachelor in Langues étrangères appliquées - 2010 Université Paris 3 & Montpellier 3, France

Bachelor's degree in History - 2008

Université Rennes 2, France Erasmus in Uppsala, Sweden

LANGUAGES

French (native) **Italian** (fluent- C2)

English (*fluent - C2*)

German & Spanish (basic)



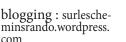
INTERESTS





travelling





years), music



sewing and other

reading - novels, graphic novels

African dance (practicing for 2



hiking