

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.



+39 345 500 13 02



paillard.laura@gmail.com



Naples, Italy

Professional Experience

DIRECT MARKETING SPECIALIST

MSC Cruises - from 2018

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

In charge of the **Pre-cruise Marketing Automation project**: developing and optimizing informative and commercial communications to improve customers' pre_cruise experience.

CRM-EMAIL

CONTENT & COPYWRITING

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 multilingual projects working closely with content providing platforms and various stakeholders

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

DIGITAL & SOCIAL

SEM SPECIALIST

NanaLab - Ixily - 2017

Managing the digital marketing strategy for the French speaking markets (on ad-words and bingads) and price comparison 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 Management)



WordPress



Office Pack



Adobe Suite



Microsoft Teams



HTML tags



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



hiking



reading - novels, graphic novels



travelling



African dance (practicing for 2 years), music



blogging : surl'escheminsrando.wordpress.com



sewing and other crafts