



www.linkedin.com/in/alice



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Instagram.com /etpuis_aupire

ALICE VINCENT

COMMUNICATIONS & MARKETING



Contact

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Address

202 - 2638 Ash St Vancouver BC V5Z 4K3

EDUCATION

Social Media Marketing

BCIT Vancouver

2020

UX-Design Certificate

Gobelins Paris, School of Image

2017

UX-PM Certificate

“Leadership UX”

Axance Paris

2016

Bachelor’s degree in Web Design & Multimedia

University of la Rochelle

2014 - 2015

Strategies and Approaches of Communication Certificate

+

Marketing and Organisation in Purchasing Certificate

CNAM, Paris

2004 - 2005

Fashion Master’s degree: Design, Marketing & Management

Creapole Higher School, Paris

2004

PROFILE

Hello, I’m Alice, a bilingual French-English communication professional with 15 years of experience and a background in design and management. I’m versatile and solution-oriented, looking to make a positive difference at your organization!

WORK EXPERIENCE

Communications Manager

The BC Francophone Federation / Vancouver / 2018 - 2020

Created, implemented and oversaw online & offline communications strategies to promote the non-profit organization + led the communications team

Achievements:

- reduced the website bounce rate from 59.7% to 3.8%
- modernized the visual identity | new design guidelines print & digital
- organized a private event at the Vandusen Garden | 10 sponsors, 150 guests + media

Executive Director

HINT Creative & Web agency / Paris, France / 2014- 2017

Oversaw business operations and managed a 15 clients portfolio over 3 years + led the creative & development teams

Projects:

- CNUM independent digital commission financed by the French government, UX design project
- BNP Paribas Wealth Management (international banking group) - €200k WEB project

SKILLS

- Communications strategy / Creation & implementation
- Project Management
- Research Analysis
- Event Organization
- Marketing Presentations
- Community Management
- Social Media & SEO
- Media Relations
- Leadership
- Self-motivation
- Conflict Resolution
- Decision Making

EXPERTIZE

- French & English
- WordPress & WooCommerce
- Adobe Photoshop | Illustrator
Indesign
- Microsoft Powerpoint | Word
- Keynote
- Project Management Software
(Monday, Bootcamp, Jira...)

AWARDS

**BC Best Website Award by the
BC Historical Federation**

SHFCB Vancouver

2018

WORK EXPERIENCE CONTINUED

PR Manager

Brigitte Chouet Press Office / Paris, France / 2007 - 2013

Managed a 15 brands portfolio over 3 years (Fashion, Home Design, Watches, Activewear) + supervised the PR team

Planned, developed and implemented PR strategies and campaigns + social media

Previous experience

- Scarab-Luxury | Communications specialist
- Freelance Translator | CPJ, The Committee to Protect Journalists, NY
- Fashion, Beauty & Travel Editor | Coolhunt Press Agency, Los Angeles
- Concept & Style Assistant Manager | Printemps Department Store, Paris
- PR Assistant | Galeries Lafayette Department Store, Paris

VOLUNTEERING

Team Manager + UX Team Leader

Women in Tech World (WiTWorld) / Vancouver / 2017- 2018

REFERENCES

Pierre Chauvin

Director at Radio Victoria

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Christian Deron

The BC Francophone Federation

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INTERESTS



Outdoors



Art | Design



New
Technologies



Travelling



Music