



Baptiste Blanc

Communications Director |
Earned Media, PR, Marketing

Paris, France

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Links

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Languages

English (Fluent)

French (Native)

Italian (Basic)

Spanish (Fluent)

About

Versatile marketing and communications leader, with over 15 years of experience working at the intersection of brand, communication and culture in high-impact and fast-paced international brands. Proven track record to develop and execute creative strategies and campaigns including digital, media, brand and corporate communications. Passionate storyteller recognized for achieving strong results — both locally and globally — known for building trusted relationships across all levels of the business.

open to work

BRANDS WORKED WITH

HUGO BOSS

Tommy Hilfiger

Experience



● Senior Director, Global Communications & Earned Media

Tommy Hilfiger | Sep 2016 - Dec 2022

Senior leader for all Earned Media efforts, driving awareness, relevancy, heat and consumer interest through all third-party channels, including media, social media influencers, customers/consumers, and industry thought leaders.

Responsible for setting up long term communications strategies for evolving consumer perception in line with TH Marketing objectives and brand purpose.

Amplifying brand resonance on a global scale.

Working across multiple labels (Tommy Jeans, Hilfiger Collection, Sportswear, Tailored...) and licence

partners (Fragrance, Watches, Eyewear...)

Managing a team of 10 (Earned Media / Talents&VIP / Events) at TH HQ in Amsterdam and overseeing a network of 30+ agencies and in-house regional teams



● Director Global Communications

Tommy Hilfiger | Jun 2013 - Aug 2016



● European Communications Manager

Tommy Hilfiger | Jun 2010 - May 2013

Developing and implementing Communication strategies for the European markets. Managing network of agencies and working with local-in-house teams.

Working with Rapidly Emerging Markets team to open new teams and agencies in Eastern Europe, Russia, Middle East, Africa



● Marketing Manager

HUGO BOSS | Jul 2006 - Jul 2010

Developing and implementing marketing activities for the network of stores (50 POS including European Flagship Store on Champs Elysees), directly operated stores, franchise

partners and wholesale accounts.

Focus on Retail Marketing, consumer events and trunk shows, CRM, In store customer

experience, Guerilla/street marketing

Responsible for Training & Development for retail associates. Developed customised

training programs and workshops (sales tools and technics, customer behaviour, preventing

thefts). In charge of the induction program for all new associates and conducting trainings on branding & marketing

Retail Marketing, CRM, In store customer experience, Events, Guerilla / street marketing.
Training & Development

Education & Training

- 2006 - 2007 ● **ESCP Business School**
Master in European Business,
- 2003 - 2004 ● **University of Amsterdam**
Msc Economics,
- 2002 - 2003 ● **Universitat d'Alacant**
Bachelor's degree,
- 2000 - 2002 ● **University of Paris I: Panthéon-Sorbonne**
Bachelor's degree,