



Aurélie Briout

Head of Group Communications // Directrice Communication Groupe

 Lille, France

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Languages

English (Fluent)

German (Basic)

Italian (Basic)

French (Native)

About

With my 15 years experience as a communications person in multinational companies in France and abroad (USA, Sweden), I have developed strong strategic thinking in corporate and products communications.

I have implemented 360 coms plans to develop and protect the brand/corporate's reputation of the companies I've worked for. As a digital native I have defined media and social media strategic initiatives, ensured effective digital presence and developed relationships with key opinion leaders.

With my capacity of establishing good relationships and my deep understanding of the media landscape:

- I have acted as a spokesperson for the companies I worked for,
- I have provided strategic guidance for C-level leaders and experts,
- I have managed corporate coms crises in collaboration with relevant stakeholders,
- and I have contributed to companies' strategic plans.

As an energetic person who pays attentions to detail, I am also innovative and able to make sound decisions quickly and efficiently.

BRANDS WORKED WITH

Auchan Retail

CMA CGM

Consulate of France in Miami

Groupe PSA

Keyrus

Oney

Publicis Consultants

Total

TOTAL SA

Volvo Cars

Experience



● Head of Group Communications // Directrice Communication Groupe

Oney | Jul 2022 -

- Recommend and deploy a communication strategy adapted to the business and the industry
- Advise CEO and COMEX members during events, interviews, social media content...,
- Ensure relations with national media and local press, build and develop the employer brand and give visibility to the CSR commitments (interviews, press kits, etc.)
- Ensure regular relationships with local countries (MDs and coms partners),
- Implement crisis process, responsible for communications materials in crisis situations,
- Ensure internal communication (intranet, events, social media, ...) with the company's employees and leaders. Support and advise each direction for the organization of internal events,
- Responsible for corporate content creation (website, annual reports, newsletters etc).

[Voir moins](#)



● Head Of Internal And Digital Communication

CMA CGM | Nov 2021 - May 2022

- Digital com:
- Responsible for corporate and customer websites
- Responsible for social media content and strategy
- Responsible for influencers activities
- Management of 3 social media and digital coms specialists



Internal coms

Responsible for internal newsletters and Intranet content

Responsible for internal coms content and tools including Yammer

Management of 4 persons

● Head of Social Media

Auchan Retail | Mar 2021 - Nov 2021

Part of the External communications department I've had the responsibility to:

- redefine the social media presence and implement new content, community management, tone of voice, monitoring tool and crisis process guidelines
- set up a robust social media listening plan, working closely with the brand's French teams,
- manage the employer branding of Auchan on social media, working closely with the HR teams,
- build a coherent employee advocacy policy after mapping the best-placed internal players,
- broaden the communications reach by selecting the communities in which to make Auchan's messages heard,
- map relevant influencers to pass on and host our product communication and brand positions on social media in liaison with the PR team
- manage content and maintenance of the two corporate websites
- manage supplier and agency relationships related to Communication and maintain a network of best-in class service and product providers

Voir moins

● Senior Director Digital Communication

Volvo Cars | Sep 2016 - Feb 2021

From Sep 2016 to May 2019, I was part of the Corporate Communications Department. My role was to:

- Design and implement global digital communication strategies to build brand awareness and drive engagement on corporate topics
- Develop and implement corporate content packages for central, local websites and social media channels to create awareness and engagement
- Strengthen the company's corporate reputation and brand values online by delivering a consistent Volvo Cars message and experience for external audiences.
- Design and implement social media and influencers strategies
- Advise and support local social media teams in building digital activations, influencers relationships and online tools
- Manage social media listening and online communications crisis process
- Train and advise Executive Management team about social media presence

From May 2019, I belonged to the newly merged MarCom department. My responsibilities then were to:

- Redefine the Social Media Strategy for Volvo Cars globally
- Manage editorial planning in liaison with the Coms department as well as the regional MarCom representatives to leverage global calendar and guidelines, running local organic social media, local events
- Design and implement brand campaigns and product launches on social media including 360 omni channel content ensuring amplification of brand voice and localisation of all content
- Strengthen the company's corporate reputation
- Advise and support local social media teams in building digital PR activations, influencers relationships and online tools
- Advise and support leaders on their social presence
- Manage social media listening and online communications crisis process

Voir moins

● Digital Transformation Manager

Groupe PSA | Jan 2016 - Sep 2016

- Part of strategic team tasked by the CEO to work on a strategic recommendation to accelerate the digital transformation of the company
- Drive the communications digital strategy in coordination with IT teams
- Drive corporate digital tools evolution to ensure a seamless and simpler consumer journey online
- Drive the communications function digital community and function skills coaching
- Responsible for e-reputation and listening

● Digital Communications Manager

Groupe PSA | Apr 2011 - Dec 2015

- Responsible for corporate digital projects
- Responsible for the group digital content (websites, annual report site and social media channels)
- Coordination of Group's digital teams to ensure content consistency and accuracy for external audiences
- Creation of digital/social media 1st content (text, videos, infographics...)
- Build consistent liaison with digital key opinion leaders (bloggers, online journalists)
- Advise Groups' departments on creation of new social media tools or websites
- Responsible for e-reputation and listening strategy
- Implemented crisis communication processes
- Managed communication crises
- Responsible for employer branding strategy on social media

Voir moins

● Communications project coordinator

Total | Jun 2009 - Dec 2010

- Web:

Creation a corporate web site for all Total US affiliates (worked closely with the affiliates and the agency to implement the first web site for Total in the USA: content writing, iconography in line with the corporate guidelines), implementation of a new Intranet (from conception to design and implementation)

- Internal Communications:

Creation of internal communications materials (brochures, postcards, posters, flyers etc), organization of internal events

>> Project management, Company challenges understanding, team player, successfully managed the relations with internal teams (world-wide) and the providers.

Voir moins

● Communications Manager

Keyrus | Jan 2008 - May 2009

- HR communications:

Implementation of a new Intranet, conception of a new HR page for the website, managed the relations with the engineer schools, participated



in job fairs, developed new partnerships with IT schools, helped the company to define its employer brand

- Internal communications:

Drafting and creation of internal newsletters, organization of internal events (monthly), conception of corporate brochures, organization of incentives to motivate sales employees

- PR:

Helped the marketing Director managing contacts with communication agencies and journalists, press releases writing

Voir moins

● **Communications Officer**

TOTAL SA | Apr 2006 - Dec 2007

- Corporate internal magazine:

coordination of the magazine committee, organization of internal employees interviews, interviews writing and reviewing, managed the conception of the magazine with the communication agency, making sure the magazine was released on time and in line with the corporate guidelines.

- Internal events organization :

Taking part in the organization of internal corporate events such as the Worldwide HR seminar, conception of internal seminar presentations and seminar animations. Organization of training seminars for top executives

- Print:

Conception of PPT presentations for HR executives, conception of HR and corporate brochures.

>> consistent liaison with communications agencies and internal communications departments

Voir moins



● **Assistant of PR manager - Press Department**

Publicis Consultants | May 2005 - Oct 2005

- Media relations :

Define customers needs and make proposal on communications strategies to lead

Press relations: maintaining regular contacts, organizing interviews, press releases and Q&A writings, evaluate press fall out, information watch...

● **Assistant of the Social Affairs Manager**

Consulate of France in Miami | Sep 2003 - May 2004

- Events:

Organization of local ceremonies, ensure contacts with local media and the French Ministry of Foreign Affairs.

- Social affairs:

Help French citizens dealing with their social issues and managing the relations with French Government Administration



● **Directrice Communication**

Oney | Jul 2022 - Now

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Education & Training

- 2005 - 2006 ● **UVSQ Université de Versailles Saint-Quentin-en-Yvelines**
Master degree,
- 2001 - 2005 ● **Institut d'Etudes politiques de Toulouse**
Sciences Po diploma - Master degree,
- 2000 - 2001 ● **Lycée Gambetta - Arras**
Hypokhâgne, Khâgne A/L,