



H el ene Polteau

Communications Lead

Paris, France

H el ene is **Available to work**

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Links

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Work Preference

Location: Not looking to relocate

Pattern: Open to Full-time work

Employment: Permanent Positions, Free-lance Assignments, Hourly Consulting

Skills

Branding (Advanced)

Creative Strategy (Intermediate)

Pitching Ideas (Advanced)

Branding & Identity (Advanced)

Influencer Marketing (Advanced)

Social Media (Advanced)

Leadership (Advanced)

Communication (Advanced)

Languages

French (Native)

English (Fluent)

German (Basic)

About

Cr ative, passionn e, audacieuse et curieuse. J'aime travailler en  quipe. M'engager.  tre  poustoufl e. Nager   contre-courant. Identifier de nouvelles opportunit s. Cr er. Prouver les exceptions. Gagner.

BRANDS WORKED WITH

BAM Communications

Groupe Marie Claire

Nu3

The Cool Republic

Experience



● Responsible Communication

The Cool Republic | May 2022 - Sep 2022

Branding (ADN de marque, positionnement, strat gie  ditoriale, coordination des campagnes de marque, observation de tendances). Brand Growth (Strat gie et pilotage des partenariats, RP, influence). Administratif (Planifier et g rer le budget, am liorer la communication interne, atteindre les objectifs, management d' quipes interne et externe).

● R daction

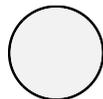
Groupe Marie Claire | Jan 2015 - Jul 2015

Event Production. D cryptage d'interviews. Participation   la r daction d'articles.

● Brand Manager

Nu3 | Jan 2019 - Jan 2022

Branding (Positionnement, fa onnage de la strat gie et de l'histoire de marque, observation des tendances, conceptualisation des messages, strat gie de rebranding entre 2021 et 2022). Relations presse (strat gie et pilotage de l'agence). Brand Growth (Partenariats, events et influence, campagnes OOH).



● Influencer Manager

BAM Communications | Jan 2018 - Jan 2019

Relations presse. Influence marketing. Showroom management. Event production.

Education & Training

2016 - 2018

● Macromedia

Masters Degree, Brand Management

2015 - 2016

● Fontys

Bachelor, Communication for Creative Industries

2013 - 2015

● Sup de Pub

Bachelor, Strategie de communications