



Sebastien Crosnier

Digital Expert - Marketing/Communication - Digital Strategist - Creative Thinker - Brand/Image Director

Paris, France

Sebastien is **Available to work**

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Links

[LinkedIn](#) [Instagram](#)

Work Preference

Location: Open to relocate

Pattern: Open to Full time or Part time work

Employment: Permanent Positions, Freelance Assignments

Skills

Online Marketing (Advanced)

SEO (Advanced)

SMO (Advanced)

Strategic Communications (Advanced)

Marketing (Advanced)

Mobile Marketing (Advanced)

Web Design (Advanced)

User Experience Design (Advanced)

Photo Shoots (Advanced)

Advertising (Advanced)

Branding & Identity (Advanced)

Photography (Advanced)

About

Marketing/Creative Director - Content/Idea Producer

Passionate about photography, design, and new technologies.

I possess a strong background in digital marketing and communication through consistent experiences in digital companies and advertising agencies.

Throughout my career, I have developed my knowledge and skills in brand strategy, design, and communication. I have worked on a wide range of brands and branding issues with big companies.

Specialties:

- Digital strategies establishment: management, production of digital content, and strategic coordination
- Excellent knowledge of digital marketing: digital brand management, social media management, SEO, SEA...)
- Strategic planning and communication media - Web and mobile ergonomics (UX)
- E-commerce and digital performance analysis
- Excellent communication and management skills
- Project team leader (using Slack, Zeplin, Jira)
- Design skills (UX design, Responsive design) - Web design and photography (Sketch, Photoshop, Lightroom)

- Photoshoot and Styling

BRANDS WORKED WITH

AdForum

ALBUM PARIS

Bddp Unlimited Full-Time

Capmonetique

Com&Click

Ecran Total

Shiva Communication

Tga Production

Experience



Head Of Digital - Image Director -Business Development

ALBUM PARIS | Jun 2022 - Now

- Shape the creative expression in line with the brand vision.
- Create digital content strategy and develop creative ideas, photo and video creative concepts, suggest new innovative ways of delivering digital content and keep up-to-date with the latest digital marketing trends.
- Organise and produce photoshoots and video shoots.
- Develop the growth of the brand's online business, leading the site design, as well as driving digital innovation across all touch points.
- Manage the overall voice of the brand voice and identity, ensuring consistency across SEO, Social, Email, Affiliates and Paid Advertising.



Co-founder - Strategist/Creative Thinker

Ecran Total | Jan 2022 - Oct 2022

Manger of a digital studio specialised in Luxury, Fashion Brands & Artists.
Created In Partnership With KITTEN PRODUCTION And SHERIFF PROJECTS.



Global Marketing/E-Commerce & Brand Manager

AdForum | Sep 2014 - Dec 2021

Company: www.adforum.com

- Define, lead and execute the digital marketing and creative strategy on a global level.
- Manage internal and external teams of developers, designers, and content managers to ensure consistency in brand visual identity, website development, marketing strategy, and content creation.
- Conceptualize, direct and implement all facets of new brand identity across all digital and offline mediums.

Digital Marketing (Advanced)

E-commerce (Advanced)

Graphic Design (Intermediate)

branding (Advanced)

Photo Shoot Direction (Advanced)

Art Direction (Advanced)

Fashion Photography (Advanced)

Commercial Photography (Advanced)

User Experience (UX) (Advanced)

User Interface Design (Advanced)

Digital Photography (Advanced)

Brand Management (Advanced)

Brand Strategy (Advanced)

Marketing Strategy (Advanced)

Social Media Marketing (Advanced)

Adobe Photoshop (Advanced)

Lightroom (Advanced)

English (Advanced)

Marketing Communications (Advanced)

Sketch App (Advanced)

Digital Production (Advanced)

Project Direction (Advanced)

Digital brand manager (Advanced)

Creative direction (Advanced)

Creative Strategy (Advanced)

Brand Design (Intermediate)

Digital Designs (Advanced)

Pitching Ideas (Advanced)

Project Management (Advanced)

Figma (Software) (Advanced)

Languages

French (Native)

English (Fluent)



New brand identity - New website - Content marketing, sales and marketing materials, and advertisements.

- Increase e-commerce revenue through traffic acquisition (affiliation, SEO, SMO, Paid media, omnichannel marketing...), user experience, and customer service (UX, UI, CX).

● Brand Manager

AdForum | Dec 2013 - Aug 2015

● Digital Strategy Director

Shiva Communication | Dec 2012 - Oct 2013

Company: www.lonsdale.fr/en

- Client pitches - Recommend and implement digital strategies, design and user experience solutions.

- Lead project managers, creative and tech teams from planning to development to execution to evaluation: communication strategies, responsive websites, mobile apps, UX/UI/CX designs.

- Lead client workshops and client accounts within the agency.

● Digital Project Director

Bddp Unlimited Full-Time | Jan 2006 - Dec 2011

Company: TBWA Paris - BDDP Unlimited - www.tbwa-paris.com/en

Lead 360° and digital marketing strategies for high-profile clients, from inception to launch including the development of websites and mobile applications, marketing/communication assets, SMO, SEO, video and photo production, digital content production, and interactive campaigns...

Projects' value ranged from \$50k to \$8 million.



● Project & Communication manager

Com&Click | Jan 2004 - Jan 2006

● Communication Manager & Content Producer

Tga Production | Jan 2002 - Oct 2003

● Communication Manager

Capmonetique | Jun 2001 - Dec 2001

Education & Training

2001 - 2002

● Grenoble Ecole de Management

Master's Degree, Marketing/Communication and Digital

2000 - 2001

● Université Poitiers

Master's degree, Economics, Marketing and Management