



# Lionel Lamy

digital - social - influencer marketing - media | ex LVMH | ex Publicis media | ex Ykone |

📍 Bordeaux, France

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## Links

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## Languages

French (Native)

English (Fluent)

## About

Global communications executive, with extensive experience in luxury, beauty and media - 20 years of experience developing and executing advertising strategies with a mixed advertiser/agency culture :

- Leveraged strong background and knowledge across various industries from luxury to Automotive
- Demonstrated ability to drive strategic paneuropean client and work effectively across functions and geography.
- Leadership vision over communications strategy, branding, assets creation, customer insight, and digital plans.
- Good knowledge of the european media ecosystem and strategic stakes.
- Strong business sense & experience of working directly with Top management.
- Good communication and negotiation skills with the ability to build and sustain business relationships across all levels, developing a real understanding of the clients' needs
- Develop important out of the box thinking abilities.
- Digital and social/influence expert with a good understanding of needs
- Proven success in creating a total 360 degree communication experience

### BRANDS WORKED WITH



## Experience



### ● Managing Director - influencer marketing for luxury and premium brands

YKONE | Dec 2018 - Dec 2021

Kyn is the performance influencer marketing agency within Ykone. With a focus on mass market brands, we aim to engage and activate their audiences through influence. We create impactful campaigns with an audience planning approach, enabling us to maximize the reach on the target audience, while delivering relevant messages to the consumer.

Achievements : +3Meuros (clients : Nissan, Renault, Oppo, BAT, Danone, Evian, Mastercard, Barilla, Disneyland Paris, Flink, Harrys, Paso traiteur, etc...)

Agency New Business lead : local an international pitch (agency and platforms) + prospecting strategy (CRM, webinar, keynotes, etc...)

### ● Self employed entrepreneur (media/social/influencer marketing strategy + talent sourcing)

The Friend | Sep 2018 -

Consulting : Helping brands to design their integrated communication strategy, build media governance + guidances with all brands partners (agencies/adtech/platforms/etc...) -

Clients : Wine & Spirits, Luxury, Beauty, Automotive

Talent sourcing : recruitment of media/digital/social/influencer marketing experts for agencies and brands (freelance and permanent contracts)

Clients : Beauty, Retail, Automotive, Luxury, Fashion, agencies



### ● Sales and Marketing Director

Dynvibe | Nov 2017 - Apr 2018

Social Media intelligence (SMI) specialized start-up with bespoke social listening platforms (SaaS) and consumer insights expertise.

Set up the sales strategy and Business Development targets  
Define the sales roadmap and product launch strategy (com PR and

social)

Contribute to the product development (social listening platform) and research portfolio

Lead the business prospecting and sales tools development



## ● International media coordination Director EMEA

LVMH | Mar 2016 - Oct 2017

### NEGOTIATION

Supervise the media negotiations (OFF and ON) across all media on the EMEA region (17 markets)

Ensure efficient centralization of media expenditure for all LVMH group companies across the entire EMEA zone.

Drive the different media networks and agencies on the region in their management of the LVMH account.

Develop strong partnership with key media vendors (Facebook, Google, Teads, JC Decaux) and technology providers (MOAT, IAS) on the region to leverage competitive advantages for the Maisons (ratecard, first-access, research, etc....).

### DIGITAL CHAMPION

Lead and implement the LVMH vision on digital touchpoints across all markets (guidelines, whitepaper, tools selection, trainings, etc...)

### GLOBAL LEAD

Create and nurture a strong regional culture in collaboration with all brand HQs and markets.

Lead the media expertise in the region and develop media strategy for important launch across all categories (beauty/Fashion/Jewelries/wines&spirits/watches/retail).

### MANAGEMENT

5 people under my supervision (online & offline) : 2 media managers + 2 media Executives + 1 PA



## ● Deputy Managing Director

Publicis Media | Oct 2015 - Feb 2016

Steering committee member

New business leader

Digital champion

Team of 12 people under my supervision (online & offline) : 2 Client services Directors +6 account Managers + 4 account Executives

Account mangement - 300 Mi€ budget brut

Travel : Disneyland Paris, China eastern airlines , Singapore airlines

Pure-player : Eurofil, Adopteunmec, la boutique officielle

Insurance : Aviva, Humanis, AFER

Sports :Puma, France Galop, PMU

Retail : FNAC, Intersport

Home products : Electrolux

Luxury : Richemont



## ● Deputy Director

Publicis Media | Jul 2012 - Sep 2015

Account Management - 200 Mi€ gross budget

Team of 8 people under my supervision (online & offline) : 2 Client services Directors +4 account Managers + 2 account Executives

Responsible for driving consistency and quality across local operations via coordination with country-level, regional and global management, senior client relationship.

Lead Buying tracking across key markets.

Designed and rolled out integrated and ROI driven communication strategy for a wide brand portfolio.

Advocate, communicate and implement strategy to client's senior management.

Set-up and lead offline and online media strategy for local and paneu-

ropean accounts. Manage the cost effective allocation and planning of client's budget :

Travel : Disneyland Paris (pan-euro), China eastern airlines

Pure-player : Eurofil, Adopteunmec, la boutique officielle

Insurance : Aviva, Humanis, AFER

Sports : Intersport, Puma, France Galop

Home products : Electrolux

Digital Marketing

Strong digital expertise and leadership recognized within the agency. Ability to develop revenue across all digital channels (Display, PPC/SEO, social, e-reputation, etc...)

New Business

Lead Optimedia new business strategy in collaboration with top management.

Supervision of numerous local and international pitch (Air France, Grand Vision, Ratp, Orange, Disneyland Paris, Humanis, etc...)

R&D

Co-ordinate category market research projects to improve consumer understanding and develop specific tools (Brands scorecard, online/offline Dashboards, TouchPoints studies, Online performance tracker).

Innovation and Creativity

Development of innovative media initiatives awarded in different competition : Cristal Festival (2009) Grand prix Strategies (2011 & 2012), EFFIE (2012), etc..

Awards :

- Grand prix du brand content - bronze award (2012)

- Grand Prix Stratégies du marketing digital - integrated campaign (2012)



## ● Clients service Director (Business Director)

Publicis Media | Mar 2010 - Jun 2012

BUSINESS (150 Mi€ gross budget)

Wide management scope :

2 account Directors

1 account manager

1 account executive

Set up and lead offline and online media strategy of key Optimedia account

- International (EMEA) : Disneyland Paris

- France : Intersport, Electrolux, Générale d'optique, Sega

- Buying performances monitoring across 4 markets (FR, UK, NL, BE) in collaboration with Accenture et FLE

Advocate, communicate and implement strategy to client's senior management.

Manage the cost effective allocation and planning of client's budget

Development of best commercial practices regarding innovations, media and online.

Revenu development : digital, social media, brand content, local, etc...

New business : high contribution on local & international Pitches

R&D

Co-ordinate category market research projects to improve consumer understanding and develop specific tools (Brands scorecard, online/offline Dashboards, TouchPoints studies, Online performance tracker).

AWARDS

- Grand prix des Stratégies médias - Best online/offline campaign (2011)

- Mobile awards de bronze - innovative advertising format (2011)

- Trophée marketing magazine - Media creativity (2011)

- Cristal Festival - Media cristal (2009)



## ● Account Director

Publicis Media | Feb 2008 - Feb 2010

Management of 1 account executive

Set up and lead offline and online media strategy of key Optimedia account

- International (EMEA) : Disneyland Paris

- France : Electrolux

New business : high contribution on local & international Pitches

## ● Adverstising, PR and Sponsorship Manager

Epson | Sep 2002 - Jun 2007

### TRANSVERSE COMPETENCES

Lead the development of TV advertising copy.

Monitoring sales performance against targets & addressing any issues of concern.

Negotiations / deals with media TV Stations.

Lead Media Agencies pitches

Development of "Best Practices / Models".

Media KPIs reports to Global CEO.

### ADVERTISING

Management of the communication budget (=9 Meuros)

Reponsible of all advertising activations in relation with the central marketing team and the agencies involved (Carat, Burkitt DDB).

Elaborate the media strategy and lead the media space purchase (on and off-line)

### PR/BRAND SPONSORING

Create and develop inovative and surprising events for Key clients and business partners.

Manage Epson sponsorship activities for France (Route du Rhum 2006, championnats du monde d'athlétisme 2003).

### BRAND IDENTITY DEPLOYMENT

Launch of the new brand identity and postioning in France



## ● Media coordinator

Bouygues Telecom | Feb 2002 - Aug 2002

Plan all Bouygues Telecom advertising's campaign (BtoB and BtoC) in collaboration with the lead media agency (Carat)

Monitor the cost efficiency and agency performances.

Intern media specialist



## ● Account Executive

Mediacom | Sep 2000 - Jan 2002

Responsible for several major accounts: Procter & Gamble (Mr. Clean, Hugo Boss, Helmut Lang) and Volkswagen.

Draft media competitive report and strategic recommendations for the advertisers.

Elaborate and set up communication strategies.



## ● Account Executive

Carat | Feb 2000 - Aug 2000

Assisted a senior media planner in his daily work for different clients (Ferrero, Volkswagen, Chanel)

Production of media competitive reports.

## Education & Training

1999 - 2000

### ● Université Toulouse 1 Capitole

DESS (Post graduate Diploma) in Management of communication,

1998 - 1999

### ● Université de Bordeaux

Sciences économiques et sociales,