


Mistral FRUIT

Digital Marketing Manager

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   @liladrielle



My wish is to support the digital revolution by guiding organizations, to implement new sustainable strategies, and federate teams around integrated solutions that permit agility, ethics and effectiveness. I develop campaigns and manage projects with a systemic approach by inspiring the different ecosystems of 360° solutions, promoting cross-functional and cross-cultural exchanges within the organizations and focusing on the user experience.




Leadership & Management | People / Processes / Tools / Budget

Piloting “digital transformation”: Capabilities Hiring & Training; Agile methodologies implementation; Multi-Channel and Closed Loop Marketing upgrade, Governance set up...

Team Coordination: Digital Team; Taskforces (Including board of directors), External suppliers (outsourced & multicultural); Focus group (Client & stakeholders); Think Tank...

Strategic Partners (RFI, RFQ, RFP): Selection, budget analysis, audit & quality assessments...

 Digital Listening | Digital Incubator | Think Tank | Portfolio Mgt | Data driven | Digital factory | Digital Process Flow | Risk Mitigation




Product & Brand Strategy | Listening / Creativity / Design / KPIs

Brand positioning: Benchmark and market intelligence; Brand identity workshop; Brand planning; Disruptive approach; New business models Set-up...

Customer journey and Touch point management: Proof of concept; KOL management; Influencer mapping; Strategic watch...

Design Thinking: Creativity technics, Focus group animation, Graphic facilitation, Lean Conception...

 Brand production rationalization | Scientific Watch Awarded | 7 Strategic projects globalized | MCM Ressource Center |



Operational Excellence | Lean / Agile / Customer Centric / Content

Editorial & collaborative Intranet implementation: online collaboration; cross functional integration; PMO; Service center...

Inspiration and awareness campaigns: bootcamps, Keynotes, Digital Initiatives Forums...

Piloting digital projects portfolio: Creation of branded contents and services - websites, mobile applications, graphic and video contents, Serious Games and other health information portals using 2.0 strategies and meeting the severe constraints of the pharmaceutical sector.

 Top Com 2015 | Festival de la communication santé 2014, 2015 | President Award | All Stars | Eclats | +110% bonus | - 17% €



Professional Experiences | 15 years - 9 years in Digital

March 2016: Digital Production Specialist at Boston Scientific Europe - Paris.

3/2010 – 3/2016: Digital Manager at AbbVie / Abbott - Rungis - France.

9/2006 – 9/2009: Teacher - Acadomia, Ecole Longepierre - Toulon / Brest.

2005: Marketing & Communication Assistant - MR Group - Madrid.

2001 – 2003: Brigadier-chef - English instructor radio - CIGM, Toulon.

2000 – 2001: Marketing & Communication Assistant - WTC - La Seyne sMer.

Foreign Languages

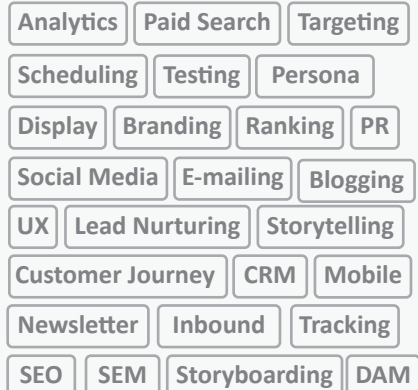
English 

Spanish 

Italian 

Japanese 

Digital Mkt & Com



Technologies



Studies

Master – 2010 – InfoCom - E-publishing
Institut Ingémédia - Multimedia Engineering
USTV **with honors**

Licence – 2006 Bachelor’s Degree in Applied Foreign Languages English / Spanish.

Option 1 : Entertainment sociology

Option 2 : Japanese