



ODILE LEFRANC

COMMUNICATIONS SENIOR MANAGER



PRESENTATION

As a 38 year old communications specialist, I have been working for 15 years with the organizations that have placed their trust in me. Convinced that communication is a strong engine of economic development for companies, I work hard every day to get messages across and to promote everyone's initiatives. I like to work in a team and share successes. I am married and have no children, I use my free time to continue to discover the world, to find new inspirations and to take care of my close ones.

/odilelefranc

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EXPERIENCE

SENIOR COMMUNICATIONS MANAGER

RS FRANCE / 2021

Plan, set up and manage the internal and external communication plan in line with the agreed yearly budget and strategy. Managing a team of 5 peoples.

INTERNAL COMMUNICATION MANAGER - SOUTH EUROPE - RS COMPONENTS / 2020-2021

Construction, implementation, monitoring and evaluation of the internal communication plan. Management, optimization and adaptation of the various internal communication medias.

COMMUNICATION MANAGER

CREDIT AGRICOLE / 2014-2020

Internal and External Communication (2017-2020)
Customer Communication (2014-2017)

GRAPHIC DESIGNER & COMMUNICATION MANAGER

CONSEIL REGIONAL DE PICARDIE / 2012-2014

Responsible for the communication actions of the Region on youth policies. Creation of all communication supports (Flyer / poster / web site/ book)

COMMUNICATION & MARKETING MANAGER

Fnac / 2008-2012

Responsible for cultural action events - Management of the commercial policy, VM - Customer relations: direct marketing, loyalty and social networks - Management of communication budgets

FORMATIONS

GRAPHIC DESIGNER

MEDIAMANAGEMENT/ 2014

MASTER'S DEGREE MARKETING & COMMUNICATION

ESC AMIENS / 2004-2006

BACHELOR'S DEGREE ADMINISTRATION & MANAGEMENT

ISAM AMIENS / 2002-2004

PREPARATORY CLASS HEC

LOUIS THUILLIER AMIENS / 2001-2002

SCIENTIFIC HIGH SCHOOL DIPLOMA

FELIX FAU RE BEAUVAI / 2001

LANGUAGES

French
100%

English
90%

German
65%

Italian
65%



SKILLS

Indesign

Photoshop

Illustrator

Social Media

HTML/CSS