



# LAURIANE SALOMON

SOCIAL MEDIA MANAGER

## CONTACT

+33 665328096

LYVIARENEE@HOTMAIL.FR

## SOCIAL MEDIA

TWITTER: @LAURIANESALOMON

FACEBOOK: /LAURIANE SALOMON

INSTAGRAM: @LAU\_307

LINKEDIN :

## PROFILE

Passionate about different communication professions since my youngest age, I am currently a student at the Communication School Sup de Pub.

In order to obtain a Master Degree in Communication and Advertising specialization Digital Marketing & Social Networks.

## EXPERIENCE

### SERMAC

CULTURAL ORGANIZATION | APR 2018 - JULY 2018

- Propose creative, cross-platform projects and initiatives
- Build, execute, and optimize social media plans that drive awareness
- Post to and monitor a range of social media accounts, simultaneously.
- Manage the daily social content calendar based on program updates, initiatives, and marketing campaigns.

### MARTINIQUE 1RE

TV CHANNEL | JUNE 2017 - JULY 2017

- Internal communication related to the company,
- Team building.
- Project Tracking Relocation 2018
- Event Organizations (Cycling Tour 2017)
- Sponsorship
- Public Relation

### FUN RADIO

RADIO | NOV 2016 - DEC 2016

- Research and partnership creation for the big Christmas game.
- Setting up a digital strategy
- Management of different social networks

### MARTINIQUE 1RE

TV CHANNEL | MAY 2016 - JULY 2016

- Press relations
- Organizations before premiere
- Internal Communication (production of the antenna journal)

## EDUCATION

MASTER OF COMMUNICATION AND ADVERTISING,  
MAJOR IN SOCIAL MEDIA

SUP DE PUB LONDON/SAN FRANCISCO | 2016 - 2019

## SKILLS

- SEO and Google Analytics
- Social media strategy
- Marketing
- Web content development
- WordPress
- Corporate blogging
- Layout design
- Writing and creating newsletters
- Bilingual in French