



LAURA SODAYMAY

Creative problem solver with an artistic sensibility and passion for writing. I have 5 years of experience in Strategic and Content Marketing, during which I have been in charge of managing and creating various forms of web and social media content. I am looking for a career opportunity that will present me with new challenges that allow for my continued professional growth.

CONTACT

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LANGUAGES

French, English, Spanish, Mandarin

DIGITAL SKILLS

InShot	●	●	●	●	●
Canva	●	●	●	●	●
TweetDeck	●	●	●	●	●
Survey Monkey	●	●	●	●	●
Office 365	●	●	●	●	●
Meta Business	●	●	●	●	
Elementor	●	●	●	●	
Wordpress	●	●	●		
Photoshop	●	●	●		
Illustrator	●	●	●		
Mailchimp	●	●	●		
Hubspot	●	●			
HTML & CSS	●	●			

PROFESSIONAL EXPERIENCES

COMMUNITY MANAGER

TEDX CLERMONT-FERRAND, 2022 - CURRENT (3 MONTHS)

- Creation of all editorial and visual social media content
- Management of the social media content calendar
- Engage with the social media community

HEAD OF MARKETING RESEARCH AND DEVELOPMENT

DUO LOZÈRE, MENDE, 2021 - CURRENT (2 YEARS)

- Definition and implementation of a multi-channel marketing strategy
- Management of the content calendar
- Creation of web and social media content in consistency with the brand strategy
- Implementation of the social media and influencer marketing strategy
- Management of video shoots for television and social networks
- Complete redesign and SEO optimization of the company's website
- Communicating a product launch

MARKETING & BRAND PROTECTION CONSULTANT

MICRO-ENTERPRISE, 2021 - CURRENT (2 YEARS)

- Website design - content and UX
- Creation of visual identity - logo and graphic charter
- Creation of visual support - business card and flyer

DIGITAL MARKETING & BRAND PROTECTION SPECIALIST

SNAPDRAGON MONITORING LTD, EDINBURGH, 2019 - 2021 (2 YEARS)

- Definition of the brand's social media strategy
- Creation of social media tech-oriented content
- Writing tech-oriented SEO content for the blog and website
- Protection of a portfolio of brands & products

COMMUNICATION & CHANGE MANAGEMENT SPECIALIST

MICHELIN HEADQUARTERS, CLERMONT-FERRAND, 2017-2019 (2 YEARS)

- Definition of internal and external communication strategies
- Management of mailing campaigns
- Creation of editorial, visual and video content

EDUCATION

MASTER IN INTERNATIONAL BUSINESS, 2017-2019

WORK-STUDY PROGRAM, SPECIALIZATION IN DIGITAL DESIGN

Final thesis on the theme of Ethical Marketing
Clermont-Ferrand Business School

BACHELOR IN INTERNATIONAL MANAGEMENT, 2014-2017

SPECIALIZATION IN INTERNATIONAL MARKETING, DOUBLE DEGREE:

Clermont-Ferrand Business School (2014 - 2016)
Robert Gordon University Business School, Scotland (2016 -2017)

GOOGLE CERTIFICATIONS

Fundamentals of Digital Marketing, Google Analytics, Google Ads