



# ADRIEN DE OLIVEIRA

## Marketing Manager

### CONTACT

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With my 5 years of business school and my many marketing internships, I joined MinuteBuzz, subsidiary of TF1, to launch a new media on social media. After the launch of two media including SocialShopping and FRAICHES, I created the marketing department by implementing an inbound marketing strategy with the objective to bring new revenues and improve the company's image. Today, I need a new challenge.

## WORK EXPERIENCES

### Vertical Station

Formerly MinuteBuzz group  
July 2018 - Now

### Marketing Manager

- Develop the marketing strategy for the company in line with company objectives.
- Coordinate marketing campaigns with sales activities.
- Create and publish all marketing material in line with marketing plans.
- Plan and implement promotional campaigns.
- Manage and improve lead generation campaigns and measure results.
- Overall responsibility for brand management and corporate identity.
- Prepare online and print marketing campaigns.

### MinuteBuzz Group

Sept. 2017 - July 2018

### Inbound Marketing Manager

- Set up the inbound marketing strategy and the company's website.
- Built and managed an editorial calendar to attract a qualified audience.
- Created, managed, and executed multi-channel marketing campaigns leveraging SEO, social, inbound marketing and emailing campaigns to drive customer acquisition.
- Optimized marketing automation and lead nurturing processes.
- Established closed-loop analytics with the sales department to understand how our inbound marketing activities turns leads into customers.

### MinuteBuzz Group

Oct. 2016 - Sept. 2017

### Social Media Manager

- Launched 2 brands on social networks (branding, editorial strategy, business model).
- Created new contents and formats, optimized and amplified contents.
- Community manager: interacted and shared content with a community of more than 1M people, analysed KPIs.
- Digital content designer: adapted advertising content to match the editorial line of Social Shopping.
- Established partnerships with brands.

## EDUCATION

### Novancia Business School

Today ESCP Europe  
Sept 2011 - August 2016

### Master in Business Development

Novancia Business School Paris, a leading graduate school affiliated to the Chamber of Commerce and Industry of Paris.  
Major : Marketing and digital media

## EXPERTISE

PACK OFFICE	●●●●●	PREMIERE	●●●●●
HUBSPOT	●●●●●	INDESIGN	●●●●●
WORDPRESS	●●●●●	HTML 5	●●●●●
PHOTOSHOP	●●●●●	CSS	●●●●●

## HOBBIES

  
 NEW TECHNOLOGIES

  
 MUSIC

  
 SNEAKERS