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ERWAN LE NAGARD

[Senior digital marketing expert lead by curiosity and innovation]

_education

**CELSA - Paris IV La Sorbonne
 & Université de Montréal, Canada**
 [2007-2010]

Master degree - Digital Media and Communication
Valedictorian
 Bachelor degree - Communication & media

Université de Versailles (UVSQ)
 [2005-2007]

2 year-degree - Communication and Network
 services / *Valedictorian*

Ecole Polytechnique
 [2015]

Data Science Starter Program,
 Professional training on
 Data Science and Big Data

Datasift certification (2016)

_skills

Languages

French - native
 English - fluent
 Spanish & German - notions

Datascience & Dataviz

ETL Talend, APIs
 Tableau, Neo4j, Gephi
 Java / Python / R

Web development

HTML / CSS
 PHP / MySQL / Wordpress
 Comscore, Google analytics

Creation

Microsoft Office
 Adobe Photoshop

_experience

The Metrics Factory - Head of Engagement Labs

[2016 - now / permanent contract]

- > Creation and management of Research & Development department : research design, data science and operations
- > Business development and market launch of innovative products for researchers & marketers
- > Exploration of exclusive data sources (Facebook Topic Data) and implementation of advanced technics on social media corpus including text mining, social network analysis, machine learning and image recognition.
- > Partnerships with local leading solutions, data providers and management of external agencies.
- > Main clients : Orange, Danone, BNP Paribas, Blizzard, ERDF, Chanel..

Author, lecturer, conference speaker, blogger

[2003 -> now - freelance]

- > Two books about Twitter released in 2012 (Diateino & Pearson publishing). International distribution.
- > Speaker for national & international conferences (Poland, Armenia, ..). Regular interviews with trade press.
- > Teaching about social media marketing at CELSA Paris IV La Sorbonne, Mines d'Alès and several business schools
- > Non-profit association president & music website founder. Vacam.net : 150KUVs/month. ~6000 articles written the last 15 years. Involved in ~30 albums national releases, ~20 concerts productions.

TNS Sofres - Manager Social Media & Search

[2015-2016 / permanent contract]

- > In charge of social media expertise and pillar of the digital transformation within the institute Perimeter : Southern Europe, France & Benelux (FR, BE, NL, IT, SP, PT).
- > Business owner of the social media listening offer, including partnerships with local leading companies
- > Support all business teams on social media understanding : acknowledgment, training sessions, evangelization. 50 managers trained.
- > Collaborations with data science teams to innovate on internal data processing

Orange Group - Social Media Expert

[2009-2015 / permanent contract]

- > Definition of social media strategy for Orange group. Perimeter : 33 countries including affiliates (Dailymotion, Deezer, Cityvox), 25 millions likers & 25 millions followers, 172MUVs / month
- > Coordination of operations : international viral marketing, community management, ads campaigns
- > Lead project manager to design and deliver Orange Data Studio and bring group solutions to local teams
- > Delivery of innovative solutions for analytics / big data, sales & CRM or social TV on all screens
- > Training sessions and evangelization of the top management about social media. >250 managers trained.
- > Accustomed to complex projects including management of subcontractors, web agencies, consultants.

Orange France - Product Manager

[2010 -> temporary contract]

- > Management of movies, cartoon & VOD portals. Perimeter: 1,5MUVs/month. Budget >1M€
- > Deployment of transversal communication campaigns during movies festivals (Cannes, Deauville..)
- > Relationship with content providers & studios.
- > Technical evolutions and web/mobile portals revamps.

[others experiences as PR agent for sports and entertainment companies and communication manager in music industry]

_hobbies

#travels

I've visited 50 countries.
<http://www.racontemoica.com>

#NGO

I'm learning Khmer to speak with
 my two sponsored children

#sports

I'm passionated by ice hockey
 and I practice floorball