

Antoine de Paleville

Results driven communications manager bilingual in French and English.

Curious, dynamic, challenge oriented and eager to keep on constantly learning

EMPLOYMENT

2017 - 2018

COMMUNICATIONS MANAGER Silex France – Paris, France

Silex is the first IA driven platform for sourcing. Founded in 2014, the startup earned the European label "Excellence Initiative" (IDEX) for its R&D achievements and is recipient of several awards from professional buyers associations.

- + Along with the company's CEO, built and structured the communications and marketing department:
 - o Defined the midterm and long term roadmap and the editorial strategy
 - o Established the communications standard procedures (testing, planning, coordination with other departments)
 - o Hired and managed the communications team (interns, apprentices)
- + Implemented the strategy and reported to the company's CEO:
 - o Implemented the online editorial strategy
 - Audience, reach and engagement respectively up an average of 71%, 75% and 125% on social media – Traffic and time spent on the company's blog respectively up 100 % and 300 %
 - o Managed press relations
 - 10 press coverages including several in nationwide publications

2014 - 2017

CONSULTANT Wehocom – Paris, France

Wehocom is a strategic communication agency advising stakeholders from both public public bodies, political leaders) and private sectors (notably Google and Lagardère Active).

- + Political communication:
 - o Advised candidates to local and nationwide elections on their overall strategy and their implementation:
 - Scores up by an average of 10 points against incumbents since their last campaign, one newcomer elected for office

- + Lobbying:
 - o Provided strategic recommendations and accompanied the clients the strategy execution
 - Tax cuts on green energy production, legislative adjustments, integration to new ecosystems (such as French universities)
- + Company's development, as its first hire:
 - o Prospected new clients along the company's founder and contributed to define its positioning (values, vision, identity, sales pitches)

EDUCATION

- 2015 **MASTER'S DEGREE IN PUBLIC AND POLITICAL COMMUNICATION**
European Communication School (ECS), Paris, France
- 2013 **STUDY ABROAD PROGRAM PART OF THE ECS MASTER'S PROGRAM**
Harold Washington College, Chicago, Illinois
Member of the honor student society Phi Theta Kappa
- 2011 **BACHELOR DEGREE IN MASS COMMUNICATION**
European Communication School (ECS), Paris, France
Including a year studying abroad at Miracosta College, San Diego, California

CERTIFICATIONS

- 2018 **IELTS** – Overall band score: 8
- 2014 **CONTENT ADVERTISING & SOCIAL IMC** – Northwestern University – Coursera platform
- 2013 **DIGITAL BRANDING AND ENGAGEMENT** – Curtin University – EdX platform
- 2013 **GLOBALIZATION'S WINNERS AND LOSERS** – Georgetown University – Edx platform