



# Communication Manager

5 YEARS XP

I help businesses in their everyday communication needs since 2010. They see me as a trusted partner who steers their projects from audit to delivery. I am always comitted to providing tailor-made & target-oriented value. Click the link below to check out my portfolio :

info@gabrielperrier.com  
+33 6 25 51 81 24  
Munich, Germany

[WWW.GABRIELPERRIER.COM/EN](http://WWW.GABRIELPERRIER.COM/EN) →

## EXPERIENCE

### Social media manager

**Mylivn social network** • Munich • Sep. 2020 • 1.5 year

Managed social media strategy, execution & performance from A to Z: Content planning, sourcing & creation.  
Increased the overall engagement rate from 7% to 18%  
Paid advertising & User Acquisition on Facebook Ads.  
Generated 15,000+ app installs in Q2 2021.

### Communications Officer

**Expleo (ex-Assystem)** • Toulouse • April 2018 • 2 years

Managed projects in aerospace communications.  
Created content: copywriting & graphic design (both print & digital).  
Internal target: 2000 people.  
External target: clients (Airbus, Continental) & talents (engineers)

### Communication Consultant

**www.gabrielperrier.com** • Toulouse • Jan. 2017 • 1 year

Counselled clients & managed projects.  
Created strategies, content & communication collaterals for start-ups, agencies and individuals, based in France & Mauritius.

### Digital Marketing Assistant

**France Pari** • Mauritius • June 2016 • 6 months

Set up special offers & analysed performances.  
Defined the digital campaign «Back to betting».  
Wrote client newsletters • 3000 weekly views.

### Communication Consultant

**Alcatel-Lucent** • Brittany • Sep. 2012 • 6 months

Communicated on an internal marketplace. Target: 370 engineers  
Defined & deployed the communications plan.

## EDUCATION

### Master • Communication • 2016

Communication Management  
Université Toulouse 1 Capitole

### Bachelor • Communication • 2014

Corporate Communication  
Université Blaise Pascal Clermont-Ferrand 2

### Degree • Communication • 2013

Corporate Communication  
IUT Lannion • Université Rennes 2

## LANGUAGE SKILLS

EN English ●●●●●

ES Spanish ●●●●●

FR French ●●●●●

PL Polish ●●●●●

## SOFTWARE SKILLS

Id Indesign ●●●●●

Office Suite ●●●●●

Ps Photoshop ●●●●●

W Wordpress ●●●●●

Ai Illustrator ●●●●●

Facebook Ads ●●●●●