

# Audrey LOPEZ

## DIRECTOR, MARKETING AND COMMUNICATION

### PROFILE

Brand manager and marketing expert with more than 15 years of experiments as marketing manager, director and brand specialist. Abilities to strategize and execute changes. Strong analytical decision-making and organizational skills. Excellent communication skills, both oral and written, with effective leadership, a practical management style and a high degree of professionalism.

### SKILLS

#### MARKETING & BRAND

- International project Management
- Brand and Image management
- BtoB and BtoC digital marketing
- Marketing and brand strategies
- Media plans and strategies
- Reporting and optimization tools
- SEO, SEA, SEM and SMO, paid search (CPC)
- Audiences definition, targets
- Consumer profile, consumer Journey
- E-marketing and CRM strategies, retention
- Marketing product
- Management of providers
- Public relations
- Management of partnerships / licensing
- Community management
- Content management
- Multi-brands project management
- Processes improvement
- Data analyst
- KPIs and optimization plans
- Remarketing, conversion rate
- Animation of sales and networks

#### COMMUNICATION & PUBLIC RELATIONS

- Public relations
- External / Internal communication plans
- Visual Brand Identity (VBI)
- Digital communication
- Shows and events management
- Communication materials
- Digital web communication
- Press releases
- Ethical communication
- Corporate communication

#### MANAGEMENT

- Max. budget managed: 19M\$
- P&L, forecast, planification
- Team Manager: 15 peoples
- Team development
- Recruiting, training
- Sporting career manager
- Management of ROI strategies
- Leadership skills, inspirational, decision maker, caring, emphatic, ethic, driven by results

#### BUSINESS

- International prospection and negotiation
- Loyalty, retention programs
- Responding to tenders
- Anticipation of markets, benchmarking
- Partnerships' management
- Sponsoring
- Good practices
- Legal and contracts

### LANGUAGES

- FRENCH – Native
- ENGLISH – Fluent
- SPANISH - Intermediate

### EDUCATION

#### Since 2017

Leadership  
Influence for Managers  
Efficient communication  
Emotional intelligence  
Prez'Expert (Power Point Pro)

#### CCP FITEC – AMOA CONSULTING ServiceNow 2017

IT Project Management  
Sys Admin / PPM / Boot Camp  
ServiceNow

#### Certification ITIL FUNDATION- 2017

#### MASTER DEGREE - MCGO 2014-2017

Global Management of  
Organizations (VAE)  
University of Versailles St  
Quentin-en-Yvelines - France

#### MASTER 1 – INTERNATIONAL BUSINESS - 2001

Marketing & Communication  
I.A.E. Montpellier - France

#### ASSOCIATE DEGREE – Material science & Engineering - 1999

I.U.T. Nîmes (DEC technical)  
Option Environment and green  
energies

### SOFTWARES

Pack Office Pro  
Google Analytics  
Power BI  
Ad Words  
FB Business Manager  
MailChimp  
ServiceNow  
CA PPM  
MS Project  
Google Drive  
Photoshop



+1 438 490 1131



Sherbrooke



audrey.lopez78@gmail.com



<https://fr.linkedin.com/in/audrey-lopez78>



[www.audrey-lopez.com](http://www.audrey-lopez.com)

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## DIRECTOR, MARKETING AND COMMUNICATION

### PROFESSIONAL EXPERIENCES

- BRP**  
Since 2017  
Sherbrooke, QC
- **GLOBAL MARKETING MEDIA LEAD CAN-AM ON-ROAD / BRAND SPECIALIST CAN-AM ON-ROAD**
    - Management and optimization of the brand strategies, media plans aligned with the consumer journey and sales / retail – revenue managed: 19M\$, forecasts
    - KPIs implementation, audiences, targets, analyses, reporting, forecasts, demand generation tools, ads management
    - Project management (multi-brands), global processes optimization (worldwide)
    - Management reporting, optimization of reporting tools such as Datorama, Power Bi, creation of dashboards
    - Facebook / Instagram (Business Manager) / YouTube SEM, SEO, display, video, TV (tradi., addressable), OOH CPC
    - Dana analyst, KPIs follow-ups, ads optimizations and creation of a sentiment score for social paid strategies (GA)
    - Excellent results for the 2019 Ryker campaigns: [YouTube link](#): 2B impressions, 40% of new entrants, 62K app installs
- COPRIME**  
2017 - France
- **FUNCTIONAL ANALYST / IT CONSULTANT**
    - For BIC WORLD: Implementation of CA PPM v15.1 for North America, Latin America and Europe (then APAC an ME areas in batch 2), data transfer, XOG
    - Needs analysis, drafting the functional specifications, leading workshops, settings, reporting
- CLASSIQUE AUTOMOTIVE**  
2014 – 2017  
France
- **PARTNERSHIPS MANAGER & MARKETING AND COMMUNICATION CONSULTANT**
    - International negotiations with Automotive manufacturers, international racing teams, sponsors, public figures
    - Creation of customized projects, branding and strategic decisions (24H of Le Mans race)
    - Operational PR and media plans, marketing and communication (Nissan Nismo, Ford, McLaren, Bugatti, Rebellion)
    - Management of the events and the VIPs, shows (presentation of the New Bugatti Chiron, McLaren cars, Ginetta cars)
    - Motorsport consultant and agent, community management for racing teams, drafting of all the commercial offers
- BULKYPIX**  
2013 – 2014  
France
- **DIRECTOR, MARKETING AND COMMUNICATION**
    - Management and restructuring of the communication and marketing teams: 15 people, optimization of processes
    - Supervising of the marketing strategy and games positioning on online stores iOS/Android/Web, PC, Mac and Steam
    - Management of the benchmarking, the consumer surveys, the analytics and digital marketing (new website)
    - Development of new tools: Community management, internal newsletter, corporate communication and new media supports, CRM tool (Mailchimp), project management tool (internal)
    - Steering committee member, License manager for video games (Asterix, Lone Wolf, Abalone)
    - Decision and development of the games business models (paid, free to play, in-app purchase), game monetization
- RAIGI**  
2008 – 2013  
France
- **EMEA MARKETING, COMMUNICATION AND SALES MANAGER**
    - Revision of the visual identity and the marketing strategy for all Polyurethanes parts (R&D positioning)
    - Implementation of the communication tools and strategy, new website, new stand for trade shows
    - EMEA prospection, loyalty program, clients' follow-ups, response to calls for tenders, costs and risks analysis
    - Success with reached objectives of: 1,5M\$ revenue
- L.A. ONE**  
2007 – 2008  
France
- **BUSINESS OWNER (CEO) – Automotive Marketing and Communication Agency**
    - International repositioning of the Gulf Oil International brand, co-branding, media and content plans, digital plans
    - Anticipation of markets, long-terms communication / sponsoring plans (2-3 years) with the partners
    - Management of partnerships and Marcom for the Trading Performance racing team (Switzerland), budget: 675K\$
    - Manager for the sporting career of Karim Ojeh – Barazi Epsilon racing team LMS LMP2- Budget: 570K\$
    - Development of the partnership Gulf Oil International/ Karim Ojeh – Budget: 225K\$ - Contract and legal reviews
    - Events operations, promotion and marketing – Budget: 285K\$
- JMB RACING**  
2006  
France
- **EMEA PARTNESHIPS AND MARKETING MANAGER**
    - Research, negotiation and follow-ups of partnerships and sponsors (any sectors): Dietsmann, Ferrari, FIA
    - Sale of ad space (on race cars), communication packages and renewing of the CRM tool
    - Creation of communication and marketing plans (Total, Volvo) BtoB and BtoC, turnover: 1,13M\$
    - International Public Relations, research for new racing drivers, promote the driving experience offers: 4,5M\$ revenue
- LA SQUADRA**  
2001 – 2005  
France
- **COMMUNICATION, PR & PARTNERSHIPS MANAGER**
    - Development and management of digital marketing and brand strategies for Automotive and IT companies
    - Management of a team of sales engineers and marketing project leads (5 people), recruiting
    - Global shows and events lead, trade shows, kick-off, management of the international relationships
    - Management of communication and sponsoring revenues, product launch Xbox Forza Motorsports, Marketing strategy for Bouygues Telecom, marketing plans for Citrix Access, Other customers: Volvo, Mini, BMW, Brocade
    - Brand management consulting for: Gulf Oil International, Ford, LeasePlan
    - 2005 turnover objective reached: 2M\$, (managed revenue)