

Audrey LACROIX

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PR Freelancer
B to B and B to C accounts

PROFESSIONAL EXPERIENCE

- Since sept 09** **PR FREELANCER**
Several missions for : Mouton Cadet, Skullcandy, The Hoffman Agency (Japan and UK) for the launch of the new GREE Platform in Europe and Ipswitch account, Text100 (IBM), Ketchum (mimio), Edelman (LinkedIn), Digitalis Media (Intel), Scenarii (Siemens, FIME, Enterasys), Boomerang RP (Double Take, Systeme X, Digibonus), Harp Communication (Agora Fonctions, Booster Academy, Talentis, Plan me up), Soundbitecommunications (Logica, Parallels, Polycom, Altierre), etc
- Jul 06 - Jun 09** **SENIOR ACCOUNT EXECUTIVE - Cohn & Wolfe (WPP)**
International PR agency
PR management regarding the following accounts : **Dell, GEFCO, Vale, Paul Capital Partners, Goodman, Navigon, WTA, Blu-Ray Disc association, Adisseo**, etc.
=> Strategic counsel and « day to day » PR management for customers, management of PR events, setting up of PR strategies, measurement.
- Nov 05 - May 06** **SENIOR ACCOUNT EXECUTIVE – Fleishman-Hillard (Omnicom)**
International PR agency
PR management regarding the following accounts : **Huawei, Gemalto, Completel, KDS**.
=> Counsel and client's coordination, setting up of PR strategies, organisation of press events, reporting.
- Dec 03 - Oct 05** **ACCOUNT EXECUTIVE – Text100 France (Nextfifteen)**
International PR agency
PR management regarding the following accounts : **Lenovo (ex IBM Micro-Informatique), Peregrine Systems, France-examen, Streamezzo**.
Rewarded « *Grand Prix des relations presse 2005* » in « services » category thanks to the work on France-examen.
- Apr 03 - Nov03** **ACCOUNT EXECUTIVE – Herald Communications (Omnicom)**
Pan-european PR agency
PR management to promote **Kodak's** brand in specialized press and consumer press.
- Sept 02 - Mar 03** **ACCOUNT EXECUTIVE – Self Image**
PR agency
PR management regarding the following accounts : **Batimat, Mattel**, Home Shopping Service, Chantelle.
- Apr 02 – Aug 02** **ACCOUNT EXECUTIVE – Hill and Knowlton (J.Walter Thompson)**
International PR agency
MSN France and EasyJet's PR management
- 2001** **PR ASSISTANT – Scherzo (Lille)**
PR agency
- 1998-1999** **ASSISTANT OF JOURNALISTS**
• **NEP TV (Lille), Radio France (Lille), La « Voix du Nord » (Cambrai)**

EDUCATION

- 2001** **Postgraduate Degree in International Communication (Marketing, Communication, Culture)** at Institut d'Administration des Entreprises (Lille).
Dissertation on *Press relations within the Framework of a global communication strategy – A national and international approach*.
- 2000** **Master in International Economy** (Sciences and Technologies University at Lille)
Dissertation on *Mergers and Acquisitions on automotive, insurance and chemical sectors*.
- English** : Fluent

PERSONNAL INFORMATION

- Guitare, vocals, sound design
- Driving licence