

Maëva Proust

Based in Melbourne, Australia | Valid work visa

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Looking for a role in:

- MEDIA COORDINATION / MEDIA BUYING & SALES (DIGITAL, PRINT, CROSS MEDIA)
- ACCOUNT MANAGEMENT / CAMPAIGN MANAGEMENT

SUMMARY

In the past 9 years, I have been working within the Advertising & Media industry in Europe, starting with the production of TV commercials in a global creative agency, then the coordination of cross-media campaigns on the client-side. Most recently, I worked for almost 6 years in an independent agency, dealing with major international media brands, buying and selling advertising spaces. I love my job, most specifically building strong and trustful relationships with key stakeholders to deliver successful media campaigns.

EXPERIENCE

MERCURY PUBLICITY LTD | International Media Representative | London, UK | Full-time position

International Senior Account Manager (January – August 2020)

International Account Manager (May 2016 – December 2019)

International Account Executive (October 2014 – April 2016)

- **End to end account management of media campaigns** including briefing, consulting in media planning, negotiations & media buying, booking admin, follow-up, optimisations, invoicing and reporting
- **Media sales** the behalf of international publishers including European leading financial media to UK based media agencies (Fundamental Media, Ptarmigan Media, Havas Media, ZenithOptimedia, Merkle)
 - Exclusive media partners: Het Financieele Dagblad (NL), De Tijd & L'Echo (BE), El Economista (ES)
 - Branded & display campaigns, content advertising (native campaigns, sponsored articles)
- **Media buying** in specific markets (Central & Eastern Europe) for UK based clients and media agencies
- **Business development:** expanding our portfolio of publishers / media brands and prospecting for new clients and new business

KEY DATA

- ✓ Sold £1.19M gross in 2019 across print, online and radio to reach company sales targets
- ✓ Managed a portfolio of 50 advertisers and built strong and trustful relationships with agencies and clients, ensuring an excellent customer experience while always trying to solve business problems and drive new revenue
- ✓ Developed a portfolio of financial publishers for the Nordics market
- ✓ Raised brand awareness of my publishers into the London market and increased number of bookings (up to 85%)

SWEDISH FIT LONDON | Sports company established in London since 2011 | Volunteering

Swedish Fit Instructor (June 2018 – May 2020) | Swedish Fit instructor training completed in July 2018 and March 2019

Communications Assistant (May 2017 – May 2020)

- As a Swedish Fit instructor: Running 2 weekly fitness classes of up to 28 participants, welcoming the participants, providing a fun & safe environment for everyone to have a good class
- As a Communications Assistant: assisting the Communications & Media Manager, proofreading and correcting all external communications (newsletters, flyers) for the UK market and Community Management (Instagram stories) for @swedishfit_london

REGIEX PUBLICITE | Internal communication agency of Le Groupement Les Mousquetaires, 3rd group of large retail in France | Paris, FR | Contract

| Media Executive (April – December 2013)

- **Day-to-day management of all media campaigns** across print, online, OOH, radio and special partnerships
- **Coordination between the internal marketing departments and the external media agency:** planning the media campaigns with the Head of Marketing of the different brands of the group: Intermarché and Netto (supermarkets), Bricomarché (DIY shop) and the media agency (ZenithOptimedia), consultancy in media planning, media recommendations
- Various admin & media duties: sending reports, weekly meetings with publishers

TBWA | Global creative advertising agency | Paris, FR | Internship

| Production Assistant (April – September 2011)

- Production assistance for the creation of TV commercials (main clients: SNCF, McDonald's, Nissan)
- Coordinating with different departments of the agency: marketing, account managers, creative directors, legal departments and others

EDUCATION

Diploma in Media “Consulting, buying and sale of advertising spaces in the media” (2013)

Media Institute | Paris, FR | Equivalent to the 3rd year of a Bachelor's degree

- Key skills: media planning (print, online, radio, TV, OOH), digital media and community management

University Diploma in Advertising (2009 – 2011)

Université Bordeaux III, FR | 2-year degree equivalent to an Associate Degree

- Key skills in strategic planning, marketing (online and offline), media planning, project management, teamwork
- Learning to create advertising recommendations to provide creative solutions for advertisers

TRAINING COURSES

IAB Digital Marketing and Media Foundations Certification (September 2020)

Delivered by Google Digital Garage, 40-hour online training

Advanced Sales Skills Training course (November 2017)

Delivered by Media Sales Training, London, UK

Programmatic Advertising Training course (February 2017)

Delivered by Emarkeeters, London, UK

SKILLS

Languages

- English | Fluent
- French | Native

IT skills

- Microsoft Office (Word, Excel, PPT, Outlook)
- iWork (Pages, Keynote)
- Basic knowledge in Adobe (PhotoShop and InDesign)
- Basic knowledge in Salesforce

➤ More information on: <https://maevaproust.wixsite.com/portfolio>