

# Juline MOUGET

Project Management / Communication



"We are not a team because we work together. We are a team because we respect, trust, and care for each other." Vala Ashar "If you are working on something exciting that you really care about, you don't have to be pushed. The vision pulls you." Steve Jobs

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📅 08 March 1990

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## WORK EXPERIENCE

### Digital & Social Media Coach Freelance

06/2018 – Present

Facebook Consulting Paid & Social Communication Strategies Consulting /  
Designing E-Reputation and Brand Management Awareness

### Digital Account Manager FACEBOOK

09/2015 – 08/2018

Lisbon, PORTUGAL

Design digital communication strategies (paid & social), provide creative recommendations (storytelling/content) for Instagram and/or Facebook, define the approach for the account based on the goals of the clients, analyse and optimise campaigns to drive changes into performance. Manage revenue and sales goals.

### LICENSING BRAND MANAGER JUNIOR TF1 - Apprenticeship

09/2014 – 09/2015

Paris, FRANCE

Set up communication brand management strategies, create partnership to increase brand awareness, organise media planning (writing PR (print & digital) and community management), coordinate the creation of advertisings with creative agencies according the guideline and the brand DNA, organization of VIP events dedicated to our clients.

### JUNIOR BRAND LICENSING MANAGER LAGARDERE ACTIVE - ELLE - Internship

01/2014 – 07/2014

Paris, FRANCE

Implementation & management of a global communication campaign with a reflection about the brand identity, management of the photo shooting with Mccann agency, set up the ergonomics for the creation of a global website, coordinate the 8 international offices for all branding projects

### BRAND MANAGER JUNIOR COSMO DISPLAY - Internship

05/2013 – 12/2013

Shanghai, China

Development of international communication plans for different chinese brands,

## LANGUAGES

French	●	●	●	●	●
English	●	●	●	●	●
Portuguese	●	●	●	○	○
German	●	●	○	○	○
Mandarin	●	●	○	○	○

## EDUCATION

### MASTER - MARKETING & COMMUNICATION NEOMA Business School

09/2014 – 12/2015

Paris, FRANCE

### MASTER 1 - INTERNATIONAL MANAGEMENT SKEMA Business School & Jiaotong University

09/2012 – 06/2014

Paris, Shanghai - FRANCE / CHINA

### BACHELOR - INTERNATIONAL BUSINESS IMEA & Kuopio University

09/2008 – 06/2012

Besançon, Kuopio FRANCE /  
FINLAND

## SKILLS

HTML	●	●	●	○	○
Photoshop	●	●	●	○	○
Google ads	●	●	●	○	○
Social Media	●	●	●	●	●
Facebook Ad Manager	●	●	●	●	●
Instagram for Business	●	●	●	●	●
MS Office	●	●	●	●	●

## INTERESTS

### Sport

Biathlon & Cross Country Skiing lover, I practice it since 5 YO and did it at National level until 20 YO. Mountains lover, I also enjoy biking, hiking, running... I also practiced hurdles for 4 years. In Portugal, I am currently learning how to surf.

### Travel

Not just traveling, what I love the most is to feel the culture of the country where I travel or live by sharing with locals. I spent one year in China (Shanghai) and one year in Finland (Kuopio). I traveled in India, Canada, Baltics countries, Norway, Sweden, Russia...