

Lamia ALONSO

#DigitalMarketing #Manager #Adventurer



@Bao_



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Top performer with 10 years of experience in Digital Marketing, Communication and Social Media Strategy.

Currently working at Blizzard Entertainment.

- Data-driven and ability to manage multiple projects delivered on tight deadlines,
- Curious and passionate about new technologies and gaming,
- Strong communicator, natural collaborator and bridge-builder.

Experiences

09/2015 - today

EMEA Social Marketing Manager Blizzard Entertainment, Paris (France)

Managing Franchise Social Media managers in order to deliver accurate Paid, Owned and Earned social marketing campaigns:

- Extend Blizzard's overall social expertise & capabilities
- Coordinate Blizzard's Owned, Earned & Paid efforts in Europe
- Provide a cross-franchise strategic support improving the overall Social User Experience
- Elaborate tactics around specific franchise operations
- Drive cross-franchise initiatives
- Provide a clear overview of social activities & performance as well as key trends and insights, allowing the brands to improve constantly Blizzard's ability to connect with players
- Setup accurate KPIs per projects
- Build the social media strategy for each franchise
- Manage relationships with Key partners (Google, Facebook, Instagram, Twitter, Twitch, YouTube)

01/2015 - 09/2015
9 months

EMEA Social Media Manager Niantic Labs at Google, London (UK)

Ingress is the first geo-localized mobile game, gathering 10 millions players across the World
Endgame is an in-development game based on a book from James Frey, part of the Endgame ARG

Engage and grow the Niantic communities via Social Media, PR, Partnerships and Events for Ingress and Endgame

- Management of social media strategies and creation of accurate campaigns in Europe for Ingress (3M on G+, 151K on Facebook, 50K on Twitter)
- Development and execution of programs tailored for local markets that recruited and engaged the Ingress community frequently and deeply
- Cultivation of relationships with local Ingress leaders for anomaly events
- Management of the individual market communities so they feel informed and involved with Ingress initiatives and programs (Mission Days, Missions for Goods, etc.). Regular communication to communities via email, newsletters and meetups
- Organisation of events across Europe (2000-5000 players) to gather players, get feedbacks and increase Ingress success
- Identification and management of cross-departmental projects (Product, PR, Content, Partnership, Industry events)
- Management of creatives (Photo, video content creation)

09/2014 - 01/2015
5 months

Associate Product Marketing Manager **Niantic Labs at Google, London (UK)**

Product Marketing for Ingress and Endgame

- Events organisation in Brussels and Barcelona for Ingress Darsana (+3000 players)
- Launch of Endgame and collaboration with UK and FR publishers (+75 press, blogs and Ingress agents present at the launch events)
- Support of the EU Marketing team on Christmas plans and Strategic plans for 2015
- Support on the EU Community Management and PR strategy

02/2012 - 12/2014
2 years, 11 months

Senior Account Manager **Google, London (UK)**

Main clients: vente-privée.com, L'Occitane, Monoprix, Airbus, Sofitel, Disneyland Paris

- Strategic relationship contact for clients utilizing the Wildfire Social Marketing Suite
- Help clients in their approach of Social Media to develop innovative strategies aligned with their Marketing goals
- Coordinate and lead product integration and training, with the goal of making the client self-sufficient
- Take a proactive approach in order to identify business opportunities
- Thought leadership on Social Media and Marketing
- Working closely with the Marketing team for France

>> Key Results <<

- Achievement of the EMEA team objectives single handedly, +\$500K social ads sold in 2013
- Renewal of 180% clients in SEEMEA on Q2-Q3 2013
- Contribution to the Marketing in France, +35% of leads
- Contribution to GoAuth deployment with the Product team, +35% binded accounts after 2 months

Working in English and French, for clients in SEEMEA

01/2011 - 09/2011
9 months

Digital Strategist **Vivastreet, international classified website, London (UK)**

- Digital strategy for Vivastreet France
- Animation of the Facebook page (+3500 fans in 6 months)
- Listening and monitoring with Radian6
- Management of the Twitter accounts and focus on relevant bloggers (family, rentals, travel, etc)
- Participation to the Product management (more user-centric, specs writing)
- Training sessions about Social Media for UK, Italy and Germany
- Content creation for Vivablog France (Vivastreet blog) and guidelines for other european countries

09/2008 - 12/2010
2 years, 4 months

Digital strategist **Ketchum Pleon, PR agency part of Omnicom Group, Paris (France)** **Main clients: Adobe, EA, Kodak, Symantec, Nestlé**

Participation of the creation of Ketchum Digital Department.

Management of interns and community managers.

- Project Management (video production, bloggers events)
- Pan-european communication campaigns for product launches
- Community Management (Twitter, Facebook, blogs, forums)

05/2005 - 08/2008
3 years, 3 months

PR consultant

Rumeur Publique, indépendant PR agency, Paris (France)
Main clients: Apple, HTC, Amazon.fr, F-Secure

Working with high-tech clients and especially Apple.

- Part of the French PR team for the biggest events (iPhone, iPod, MacBook Air, Time Capsule launches)
- Day-to-day contact with 50 journalists (IT consumer and lifestyle press)
- Daily contact with the PR manager at Apple France
- Management of the products : logistic, following tests, following reviews
- Daily, weekly, monthly reports for the Head of PR (Apple Europe)
- Establish the name HTC among French press
- Build of a strong relations with mobile journalists
- Launch of new categories on amazon.fr (Toys, Children & Baby, Grocery, Health & Beauty)

2007 - 2009

Community manager (free-lance)

Nintendo, Video Games and entertainment creation, Paris (France)

- Building strong network of lifestyle French bloggers
- Launches of Mario Kart, PES 2008, Wii Fit, Cooking lessons (DS) with lifestyle bloggers. 50 blogs posts among the blogosphere
- Creation of invitations, day-to-day follow of blog posts and opinions
- Reporting to Nintendo and their PR agency

09/2004 - 02/2005

Press and Marketing manager

London Macadam, french lifestyle magazine, London (UK)

- Day-to-day relations with press offices of galleries and museums in London, PR agencies
- Management of a graphic designer and a webmaster
- Management of other journalists writing for London Macadam
- Content and articles creation
- Distribution of the 25,000 magazines every 2 months, all across London

2014

Gamification Certificate, University of Pennsylvania (USA)

2012

Technology Entrepreneurship Certificate, Stanford University (USA)

2005

Master degree, Business School Léonard de Vinci, Paris (France)

Marketing BtoB, Communication and Management

2003 - 2004

Student Exchange Program, Villingen - Schwenningen Business School, Schwenningen (Germany)

Strategic marketing, Advertising and Business

Languages

French: native speaker

English: fluent

German: professional

Computer knowledge

- Social media tools: Hootsuite, Sprinklr, Brandwatch, Octoly, Facebook, Twitter, Medium, Instagram, Google+, YouTube
- CMS: Wordpress, Tumblr, SPIP
- Salesforce
- Adobe Photoshop, Adobe Premiere

Hobbies

Video Games, Roller-skating, climbing, snowboarding