

- STRATEGIC PLANNER -

# MARIE LAFORGE.

WHEN YOU NEED TO CONNECT

## BRANDS & TRENDS

**Daily watch, Klout broadcaster, score : 62**

Topics : Advertising, Facebook, Science, Technology, Painting  
Twitter : <https://twitter.com/marielaforge>  
Blog : <http://marielaforge.wordpress.com/>  
Facebook : <https://www.facebook.com/laforgemarie>

### Inspiration

Wired, Contagious, Mashable, Techcrunch, Juxtapoz, Fast Company, New York Times, Fubiz, L'Atelier BNP Paribas, Pew Research, Le Monde, Ads of the World, MIT news, Slate, TNS Sofres, Strategies, Toxel, Google news fr / uk / de / com, Ipsos, Inspirationfeed, Angie blog, Design Milk, New Scientist, Ernst&Young, PR Newswire, France Info, Ifop, EurekAlert, Frenchweb, emarketing.fr, Read Write Web, Internet Actu, Owni, Monocle, Citizen K, XXI, the FWA, Socialmediatoday, Social Media Club, La Netscouade, Trendwatching, Faber Novel, Elle, La Cantine, Rue 89, TNW...

### Personal publications

Article about the economy of attention mentioned by Le Monde <http://bit.ly/HGIDOL> Ogilvy Paris <http://bit.ly/HirCDQ> and Non Fiction <http://bit.ly/IM5hQx>

## THEORY & PRACTICE

**2008-2009 Master 2 Digital Creation and Publishing**

**University of Paris 8**  
Honours Degree

Project: e-commerce platform for young fashion creators

**2006-2008 Master Corporate and Brand Communications**

**ISCOM Institute for communications and advertising**

Final Thesis : web and local government communications  
Final oral examination : the web ergonomics

**2005-2006 Master 1 Information and Communications**

**University of Paris 8 and Humboldt University, Berlin**

Final thesis : local government communications

### Computing

HTML in CMS, Pack Office, CS (Photoshop, Illustrator, In Design),  
good knowledge in SEO, SEM

## INTERNATIONAL MARKETS

**French** Mother tongue **English and German** Fluent

## BRAND & DIGITAL

**2009 - now [www.trivago.fr](http://www.trivago.fr) (Düsseldorf, Germany)**

Pure Player - world N°1 hotel search engine

**Director of communication, trivago France**

- development of the international social media strategy

**Tasks** : creation of the strategy and supervision of its development

Launching of the Facebook Page (+500k fans /1 year) and the Google+ Page

- development of the brand on the French market

**Tasks** : supervision of the French monthly travel trends analysis, live interviews on BFM Business, France Info, RTL, France Inter and Sud Radio

**2009 (6 months, full-time) L'Atelier BNP Paribas (Paris, France)**

<http://www.atelier.net> – main French new technologies news website

**IT & digital communication journalist**

Daily selection and analysis of IT news and research papers, interviews of international specialists and redaction of 3 articles per day

**Examples** : <http://bit.ly/HJos2w> - <http://bit.ly/IW68xQ>

## WORDS & IMAGES

**2008 (7 months, full-time) Publicis Consultants Verbe (Paris, France)**

Publishing Agency

**Junior copywriter and project manager**

Involvement into editorial projects for clients and for invitations to tender, from the initial brainstorming until the final presentation

**Examples** : Corporate book Essilor, Advertorials Axa and Nestlé,

Newsletters GDF Suez and BNP Paribas, billboards Galerie Lafayette and

Geodis, Consumer Mags Canal +, Fnac, Thiriet

**2007 (4 months, full-time) TBWA Textuel La Mine**

Publishing Agency

**Junior copywriter**

- Involvement into projects for non-profit organizations

**Examples** : Annual report for Mc Donald's foundation, content for the websites Msn solidarity, RATP, SNCF, Apec, Lyonnaise des Eaux

**2005 (4 months, half-time) La Société du Spectacle (Paris, France)**

Production company

**Junior iconographer**

## ENTERTAINMENT AND SENSE

**Music** punk hardcore : help bands to book DIY shows in France and Germany and DIY fundraising to produce and distribute their records

**Sport** women rugby Düsseldorf : set team strategies during the trainings to win the games

**Travel** city breaks destinations with a strong historical background

Art classic litterature, philosophy, comics, fanzines, classical movies,

B serie movies, classic painting, streetart, photography



**NATIONALITY : FRENCH / DATE OF BIRTH : 29/06/1985**

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