



CONTACT

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PERSONALITY

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|---------------|------------|
| Communicative | Football |
| Punctuality | Esports |
| Creativity | Basketball |
| Organized | Tennis |

LANGUAGES



ROBIN PIARD

SOCIAL MEDIA, DIGITAL MARKETING AND CONTENT CREATION

PERSONAL

As a graduate of an International Esport Communication Master's degree, I am looking for a job in the field of marketing or communication for a company, preferably in the sports, video games or Esport sector.

Passionate about these different fields, my goal is to fully invest myself in a project in order to develop my technical and personal skills, and to be an actor in the development of a company or a brand.

EDUCATION

- 2018- 2019 Master International Esport / Sport Communication**
Provides the necessary knowledge in commercial and technical education with a strong international specialization.
- 2017- 2018 Master Digital Marketing & Social Media**
This digital marketing course covers the topics of customer relations, distribution and digital communication.
- 2016- 2017 Bachelor Social Media**
Combines marketing and new web technologies by studying the different techniques on the Internet as well as the rules to respect in order to develop customer loyalty and website visitors.

EXPERIENCE

- 07/2022 - Now Community Manager (FR) - Pearl Abyss (Netherlands)**
Development of social media campaigns and brand project deployments in collaboration with the marketing department. Implementation of social media strategies to increase engagement.
- 01/2022 - 07/2022 Digital Project Manager- Top Five Management**
Animation of the social media of the athletes and events represented by the agency and creation of content adapted to the social media of the athletes and events (visuals & videos).
- 02/2021 - 11/2021 Customer Experience Manager - Nemesis Corporation**
Ensure the customer experience on our site. Manage our social media accounts: Twitter, Discord and Telegram.
- 03/2019 - 09/2019 Communication and Marketing Officer - Sportagraph (Internship)**
Creation of the social media strategy, weekly reporting on the effectiveness of the strategy, and press release writing.
- 08/2017 - 09/2018 Social Media Manager - Hotels Libertel (Apprenticeship)**
Creation of the social media strategy after studying the competition, monitoring the digital acquisition strategy, and redesigning the

SKILLS

