

# INGRID SIKOTTY

## CONTENT CREATION | BRAND | MARKETING

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9 years experience in Fashion, Luxury and Leisure.

With proven experience in content creation and marketing strategies, I orchestrated successful operations on and off line from Youtube Webserie to TV advertisement.

## EDUCATION

**MA in Marketing consultancy  
passed with Honours  
(Apprenticeship)**

2013 | INSEEC GROUP | Paris, FR

**BA in Applied Foreign Languages  
/ Business & Marketing**

2011 | SORBONNE Uni | Paris, FR

## LANGUAGE

- French: Native
- English: Fluent
- Spanish: Elementary proficiency

## SKILLS

### Computer literate:

G-Suite, Photoshop (intermediate),  
Premiere (basic knowledge),  
Indesign (online training)

### Use of digital tools:

SMO (I.e: Hootsuite), Google  
Analytics, CMS (WP, Joomla,  
Magento), Mailing (I.e: Mailchimp),  
Basic knowledge of SEO/SEA.

- Fast-Learner
- "can-do" attitude and problem-solver
- Creative
- Curious

## PROJECTS MANAGEMENT:

 **MAKE UP FOR EVER**  
PROFESSIONAL PARIS

 LIVE NATION®



## EXPERIENCE

JUNE 2019 - PRESENT

**Brand Marketing Manager France at Badoo | BUMBLE | LONDON, UK**  
World largest dating and connection app with millions of users globally.

### STRATEGY

- Lead and execute a 360 marketing strategy to drive brand awareness and growth to support Badoo's position in France. (social media, TV and OOH, events, in-app communication, Emailing...)
- Identify local marketing opportunities and brand partnerships aligned with business priorities (major events, seasonal moments, etc.) and deliver campaigns or activations against them.
- Work closely with the insight team to monitor, analyse and measure the effectiveness of brand activations to develop insights and make recommendations.

### CONTENT CREATION

- Coordinated and directed the creation of on and offline content
- Manage a network of external partners to develop integrated campaigns (briefing, providing strategic feedback, creation and production).

[Track record: \*Webserie En Vrai C'était bien\* \(more than 4M views on Youtube\) - \*Badoo France 1st TV ad\*](#)

### PR & INFLUENCE

- Develop, oversee PR strategy and act as a spokesperson when required after 10 years of non-activity
- Oversee and create Influencer strategy (content creation, partnerships, events...)

### BUDGET MANAGEMENT

- Manage and allocate marketing budget across brand channels (millions dollars budget per year)

SEPTEMBER 2018 - JANUARY 2019

**Marketing and Ecommerce Manager | HEYRAUD | PARIS, FR**  
Parisian footwear brand - Retail and Ecommerce.

### MANAGEMENT

- Headed the Marketing and Ecommerce department
- Oversaw the two budgets for the Ecommerce and Marketing departments

### ECOMMERCE & RETAIL

- Coordinate the new outlet launch online.
- Managed strategic commercial operations to drive sales online, improve conversion and visit duration.
- Organised the creation and national shipping of point-of-sale advertising and visual merchandising.

### DIGITAL

- Supervise the marketing and communication tools creation : mailing, copywriting, social media content, website and eshop content...

# INTERESTS

## Fan of...

Fashion, Photography and Design.  
I'm a visual person and that's how I communicate most of my ideas to the creative teams I collaborate with. As you can see on my [Pinterest account!](#)

## Athletics

10 years as a 100m sprinter from 8 to 18 years old, taught me a lot about perseverance and team spirits. At the end of my athlete career I had the chance to train at the National Institute for Sport and Physical Education for the Olympic Games selection.

## Dancing and Singing

As a creative person, I had the chance to pursue different disciplines, I sang in a Gospel Choir and became the lead singer of a soul music band. From a very young age, I started taking dance classes from Ballet to Samba (my latest passion) and Drama classes.

# REFERENCES

Available upon request

# EXPERIENCE

DECEMBER 2017 - AUGUST 2018

## **Marketing and Digital Manager | ROMY | PARIS, FR**

**DTC French Cosmetic brand specialized in personalised skincare**

### MANAGEMENT

- Headed the Marketing department, 4 people and a 400K budget.

### STRATEGY & PLANNING

- Established and implemented the Marketing strategy for the products launch, the Grand Store opening in 2018 : brand positioning, tone of voice.
- Supervised the new brand's visual identity.

### CONTENT CREATION

- Edited and ensured the marketing and communication tools creation : kit and press release, copywriting, social media content, website and eshop content....
- Coordinated and directed the monthly photoshoots.

### DIGITAL MARKETING

- Supervised the website makeover
- Remodelled the mailing and social media design and strategy to develop brand awareness.

*Track records: Increased our Instagram following by 158,08%, our reach rate by 540,48 %, our website click-rate by 133,2% and reached a 2,88% engagement rate.*

### ECOMMERCE

- Improved the customer experience based on our users' testing results to increase sales.
- Charted a new CRM strategy and a loyalty program.

### PR, EVENT & PARTNERSHIP

- Updated the PR strategy, coordinated the agency and influencers/media partnerships.
- Planned brand's events.

*Track records: More than 40 articles on our new products, and grand store opening. (Stylist, Vanity Fair, Vogue, Elle.fr,...)*

JUNE 2016 - DECEMBER 2017

## **Digital Consultant | UBERRAUM | PARIS, FRANCE**

**Fashion and luxury film production agency**

### DIGITAL MARKETING & CREATION

- Developed and implemented marketing strategies for our clients, online and offline.
- Operated agency and clients' social media accounts according to the strategy (scheduling, monitoring, reporting).
- Conceptualised digital devices and technologies for events: Fashion shows, PR events, Product launches, Press trips...

SEPTEMBER 2014 - JUNE 2019

## **Marketing Strategy Consultant | OCYMS | PARIS, FR**

**Marketing agency specialised in Fashion, Luxury and Lifestyle**

### BUSINESS AND BRAND AWARENESS DEVELOPMENT

- Implemented the marketing and acquisition strategy for the agency

### DIGITAL MARKETING & BRAND CONTENT

- Designed and implemented marketing strategies for our clients, online and offline.
- Created clients brand content: press tool, copywriting, visual creation, social media , website and eshop content...
- Curated content to prepare photoshoot brief and digital devices creation.

### EVENT & PR

- Created PR tools. Took part in events production.