



# INGRID MEUCCI

INTERNAL & EXTERNAL  
COMMUNICATION MANAGER

## REACTIVITY

Every project has unforeseen events and last-minute changes! Flexibility and responsiveness are therefore essential skills.

## TEAMWORK

It's a real boon for me to put in place tools and operating methods and to adapt them to motivate and guide employees towards achieving objectives.

## ABILITY TO FEDERATE

Creating a community, both external and internal to the company, has always been at the heart of my job, but it is above all a way of life that defines me.

## MY ADDED VALUE

6 years of experience in orchestrating, producing and move to action.



## WORK EXPERIENCE

### ● COMMUNICATION MANAGER @ NEUROMARSEILLE - AIX-MARSEILLE UNIVERSITÉ 2018 - CURRENT

- Communicate in English and French
- Create and implement a global and multi-channel communication strategy and manage it daily
- Implement a strategy on social networks
- Create and publish feature articles and news, 5 articles per month
- Create, organise and promote new events, in person and live
- Create corporate communication supports such as brochures, flyers, booths, videos, photos...
- Create and diffuse press releases and press kits
- Create project management support tools
- Supervision of 2 trainees (6 months each)

### ● MARKETING & COMMUNICATION MANAGER @ POMPIERS SANS FRONTIÈRES 2015 - 2017

- Manage and supervise a team of 3 to 10 people
- Create and develop a web-marketing strategy and managing it on a daily basis
- Define and implement the communication plan
- Develop and implement media actions and coordinate them
- Write press releases, press reviews and press kits
- Produce, manage and coordinate the production of the various communication media
- Create, organise and management of NGO events

### ● WEBMARKETING & COMMUNICATION MANAGER @ NEUROSERVICE 2013 - 2015

- Communicate in English
- Technical manager for the new design of the website and business cards in augmented reality
- Creation and implementation of an inbound marketing strategy
- Produce and adapt editorials to the digital/web environment
- Create and improve web referencing
- Carry out e-mailing campaigns



## EDUCATION

### ● SMALL BUSINESS ENTREPRENEURSHIP @ CNAM 2018

### ● MASTER'S COMMUNICATION & MARKETING @ ESUPCOM 2015

### ● MASTER'S DEGREE IN NEUROSCIENCES @ AIX-MARSEILLE UNIVERSITY 2013



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## LANGUAGES

- FRENCH C2  
FIRST LANGUAGE
- ENGLISH B2+  
WRITTEN & SPOKEN  
FLUENCY
- SPANISH B1+



## SKILLS

- PROJECT MANAGEMENT
  - Google Workspace
  - Slack • Trello • ClickUp
- WEB
  - WordPress • Mailchimp
  - Google Adwords
  - Google Tag Manager
- CONTENT
  - Buffer • Creator Studio
  - Facebook & YouTube
- EDITORIAL
  - StoryTelling • SEO
  - Inbound Marketing
  - Web writing
- ANALYTICS
  - Google Analytics
- CREATION
  - Photoshop • Illustrator
  - InDesign • Canvas
  - Final Cut Pro • Lightroom