

INTERNATIONAL
HEAD OF MARKETING
& COMMUNICATIONS

GARCIA

20
Years of Marketing & Comms Experience

British/French binational

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marketingperf.com

PROFILE

Accomplished, entrepreneurial, data-driven, ROI-oriented & creative **Head of Marketing & Communications**. Over **20 years of international experience** in all aspects of Communications & Marketing: from digital campaigns to event organisation, lead generation, project management and **360 Comms planning** & implementation.

Extensive knowledge of the Aerospace, PR, Digital, B2B & B2C landscapes.

SKILLS

360-Degree Communications SEO B2B Key Project Management Event
Organisation & Promotion Lead Generation Multi-Channel Campaign Management
SCRUM Reporting Digital Marketing UX Marketing Automation Email Marketing
Content Production Social Ads Display Advertising Remarketing Lead Nurturing
Affiliate Marketing Recruitment Training Web Design Team Management Growth
Hacking Agency Management Sprint Planning Agile Marketing Entrepeneurship Presentations Copywriting

WORK EXPERIENCE

360-DEGREE COMMUNICATIONS & DIGITAL CHANNEL MANAGEMENT



Toulouse | Jul 2019 - Present | ATR

Responsible for 360 Comms campaigns, all digital presence and channels as well as key projects worldwide for ATR, the world leader in regional aviation and turboprops.

- Key project management: Complete redesign of ATR's corporate website and ATR's digital workplace, new ATR livery (from design to painting), digitalisation of Comms processes (Trello, M365) and some of our tools (picture library for example), implementation of automations (email newsletters, sales leads)
- Product owner of corporate website and digital workplace.
- Campaign management: 100% SAF, STOL, ATR 72-600F, co-branded activities with airlines and suppliers (From strategy to implementation and end-result with FedEx, Air Corsica, JAL, Bangkok Airways, Cebu Pacific, Pratt & Whitney, Collins Aerospace, etc), Proud to be ATR, 40-Year anniversary, NAMS, etc
- Excom level presentations
- Sales support: online aircraft virtual visits, co-branded activities
- Social media management
- Production companies, social media agency and photographers management
- Storytelling & content production (press releases, blog posts, news items, videos
- · Creator and owner of monthly Comms report shared with whole company

FOUNDER & MARCOMMS CONSULTANT

Toulouse, Paris | Nov 2017 - June 2019 | MarketingPerf





Freelance consultant for SME's & startups in the UK, France & Spain in the SaaS, hospitality, entertainment, ecommerce & food sectors (marketing plans, campaign launch, UX & more). Founder of the marketing hub marketingperf.com.

Clients include Carizy (part of Heycar Group company owned by Renault, Volkswagen, Mercedes-Benz and Allianz), Isalaine and Zen Tree.

GLOBAL DIGITAL MARKETING DIRECTOR

mynewsdesk

Stockholm, London, Paris | Jan 2016 – Oct 2017 | Mynewsdesk

Responsible for digital acquisition internationally for the No. 1 Comms platform in Europe.

- · Developed & implemented the online acquisition strategy
- Managed paid search channels: piloted local sales & marketing teams in 7 countries (UK, Germany, Sweden, Denmark, Norway, Finland & Singapore), continuously adjusted global strategy based on local specifics and managed digital agencies
- Assessed campaign performance & shared KPI-driven recommendations with top management

FABIEN GARCIA

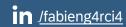
INTERNATIONAL HEAD OF MARKETING & COMMUNICATIONS

EDUCATION

BSC ENGLISH STUDIES
Toulouse Jean Jaurès
University, France

SCIENTIFIC BACCALAUREAT Lycée Louis Rascol, France

SOCIAL





@MarketingPerf1

MARKETING & COMMUNICATIONS DIRECTOR

London | Apr 2014 – Dec 2015 | Mynewsdesk



- Developed and implemented the online & offline Marketing & Comms strategy.
- Managed a team of 3 people and external suppliers responsible for online campaigns, content, thought leadership, public relations, marketing automation & event organisation
 - Implemented tracking & KPIs reporting throughout the organisation

INTERNATIONAL MARKETING MANAGER



my**news**desk

London | Nov 2013 – Apr 2014 | Freespee

SaaS specialised in campaign tracking & analysis. Clients include ebay, Volkswagen & BNP

- Set up all marketing infrastructures and complex product positioning for the company.
- Optimisation & implementation of on-boarding process, online tracking, funnel reports, UX & CRO.
- Launched search, display, remarketing and social media campaigns for Europe & USA.

HEAD OF MARKETING & CUSTOMER SUCCESS



London | Jul 2006 – Jul 2012 | Companeo

Responsible for marketing, communications & customer service. Lead generation for businesses such as Apple, Google, O2, Barclaycard, British Gas, Mars Drinks and E.ON through the No. 1 European B2B quote comparison website.

Launched all marketing & comms activities from scratch in the UK

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Managed a team of over 10 people

EUROPEAN MARKETING MANAGER



London | Dec 2003 – Jul 2006 | Environmental Business Products

Responsible for online marketing for all charity recycling schemes within Europe.

MARKETING & SALES DEVELOPMENT



London | Jan 2003 – Dec 2003 | Times Publications

Selling advertising space & developing marketing for 2 publications of the group, Europe Review and Corporate Africa.

PERSONAL INTERESTS

Singer/songwriter & recording artist, road trip enthusiast, movie filming & editing, photography