

## 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** Entrepreneurship 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](http://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

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

# 20

Years of Marketing &  
Comms Experience

British/French  
binational



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# FABIEN GARCIA

INTERNATIONAL  
HEAD OF MARKETING  
& COMMUNICATIONS

## EDUCATION

### BSC ENGLISH STUDIES

Toulouse Jean Jaurès  
University, France

### SCIENTIFIC BACCALAUREAT

Lycée Louis Rascol, France

## SOCIAL

 [/fabieng4rci4](#)

 [@MarketingPerf1](#)

### MARKETING & COMMUNICATIONS DIRECTOR

London | Apr 2014 – Dec 2015 | Mynewsdesk



Responsible for all aspects of Marketing & Comms for the No. 1 PR Software company.

- 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

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
- 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