



Florent Lierre

Lead Project Manager & Art Director On & Offline Global Communication

Over 15 years experience in BtoB/BtoC communication, from the coordination and management of On & Offline projects to the creation of communication materials: Media Print, Web & Rich-Media.

1st September, 1975
Single
French

14 Avenue d'Alfortville
94600 CHOISY LE ROI
FRANCE



website
www.mangrove-agency.com



mobile
+33 (0)6 65 48 20 00



email
florent.lierre@gmail.com

Competencies

On & Off-line Communication Strategy Consulting
Creation of Corporate Identity & Communication materials: Media Print, Web & Rich-Media
Communication & Operational Marketing Project Management
Supervision of Operational Teams & Procurement Management
Budgeting / Business & Customer Relationship Management
Recruitment & Outsourcing

Work Experience

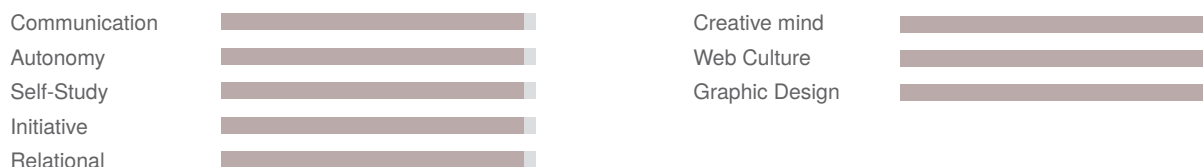
- 2003 - 2018 **MANGROVE AGENCY & DESIGN** (Freelance ~ Owner/CEO)
Global Communication Manager On & Offline
Account Manager & Artistic Director
Mangrove Agency & Design is a business activity of Communication, Creation and Operational Marketing - performed for Agencies and Advertisers - as a freelance.
Advertisers: NESTLE, L'OREAL, CHANEL, BAUME & MERCIER, SHISEIDO, CANAL+, ZEISS, OXFORD, FRAC Languedoc-Roussillon, FEDEX, UNIVERSAL MUSIC, SFR, Groupe GDF SUEZ, Groupe ANAXIS, CENTER PARCS, SMLH, PSA, POLAROID, SAMSUNG, LG, SHARP, ATOS, NETAPP (EMEA), IPERCAST, ARKAMYS, ATEME (Worldwide), MSTAR (EMEA & Worldwide), GE Healthcare (EMEA) ...
Agencies: FC2, BOARDING PASS COMMUNICATION, GYRO:Paris, ZONE FRANCHE, AKATOA, INMERES, Groupe EVEREST MARKETING SERVICES, Groupe MADE FOR COM ...
- 2008 - 2010 **VENISE** (Advertising agency ~ Paris / Neuilly-sur-Seine)
Project Manager & Art Director
Strategy Consulting & Managing of Operational Teams
Creation of Communication and Commercial Media Branded & Co-branded (Partners, resellers ...)
Customers: NETAPP EMEA & WorldWide, BULL, FUJITSU-SIEMENS, VMWARE, MICROSOFT...
- 2007 - 2008 **MADE FOR COM** (Communication Group ~ Paris / Clichy)
Project Manager / Art Director / Webdesigner & Webmaster
Implementation of the Multimedia Business for the Group
Strategy Consulting of Internal/External Communication Online
Creation of Communication and Commercial Media Online & Offline
Managing Customer & Operational Team
Customers: CHANEL, SHISEIDO, CANAL +, PHARMACTIV, Groupe LEASEPLAN, MAISON DE LA FRANCE, WAD ...
- 2003 - 2007 **ATEME** (Video Compression Solution Provider for Broadcast/Broadband ~ Paris / Bièvres)
Art Director / Webdesigner & Webmaster
Strategy Consulting & Managing of Communication Operations
Creation of all the Graphic Charts of the company
Creation of Internal/External Communication and Commercial Media

- 2002 - 2003 **SUCCESS COMMUNICATION** (Communication Agency ~ Paris / Suresnes)
Project Manager Online / Webdesigner & Webmaster
Strategy Consulting of Internal/External Online Communication
Creation of the Internal/External Communication and Commercial Media
Managing Customer Relationship & Operations Team
- 2000 - 2001 **1001CADEAUX.COM** (Electronic Commerce of Gift Vouchers BtoC & BtoB ~ Paris)
Marketing & Communication Manager
Head of Partnerships
Development of Communication and Marketing Operations
- 1997 - 2000 **EVEREST MARKETING GROUP** (Business Development Agency ~ Paris /Nanterre)
Project & Product Manager
Responsible for the development of incentive products (Gift Vouchers: Bonus Euro System, Best Hotel, CineDreams, ...)
Controller of communication actions and operational & relational marketing
Customers: APRIL, SFR, L'OREAL, BOUYGUES TELECOM, ATOS ...

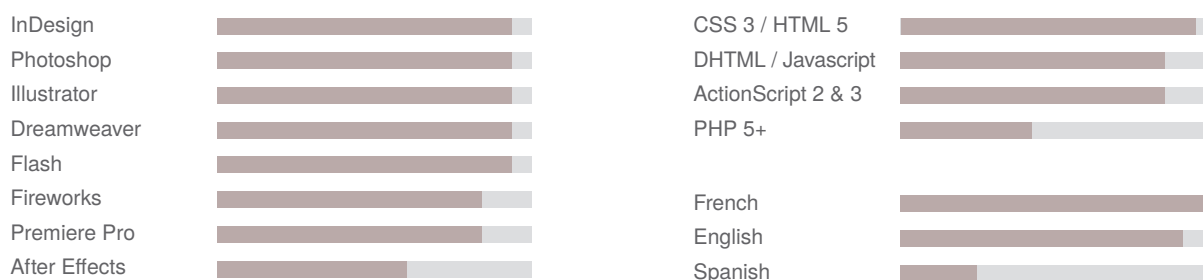
Education

- 2002 **EPF - École d'Ingénieur** (Paris / Sceaux)
Formation Webmaster
- 1998 - 1999 **ISCOM - École des Métiers du Marketing et de la Communication** (Paris)
3ème année de D.E.E.S.COM (Etudes Européennes des Sciences de la Communication)
- 1997 - 1998 **Université Paris X** (Nanterre)
3ème année de LICENCE INFO-COMMUNICATION
- 1994 - 1997 **Université Paris VIII** (Saint-Denis)
DEUG & LICENCE CINÉMA, AUDIOVISUEL & PHOTOGRAPHIE

Professional & personal skills



IT & linguistic skills



Interests & Personal Achievements

- Music, Literature, Computer Science, Water Sports and Travel (*Australia, Japan, USA, Morocco, Ireland, Portugal ...*)
- Cinema (author-director of short films)
- 1997, March to May: Assistant director for the realization of a report in Japan ~ **Connaissance du Monde**
- Photography (author-photographer of photography exhibitions)
- 2001, July to September: Exhibition "Don't Change your Mind, Change your Wall" ~ Fred's Café - Paris XV^e
- 2004, July to September: Exhibition "Ici & Maintenant" ~ Café Le Rota- Paris XI^e
- 2005: Exhibition "Parce que le doute fait partie de l'histoire ..."

Philosophy

