



Lali Dugelay

Communication & webmarketing

15 années d'expérience

1. Communication

2. Webmarketing

3. Community & social
media management

A black megaphone with a green strap is shown against a white background. The megaphone is positioned diagonally, with its handle pointing towards the bottom left and its horn pointing towards the top right. A green strap is attached to the handle and loops around it. The text "1. Communication" is overlaid in a large, bold, white font on a dark grey horizontal band across the middle of the image.

1. Communication

- Capacité à réinventer le positionnement de la communication d'entreprise pour une nouvelle dynamique, une plus grande visibilité et un meilleur impact

- Création des supports
prints et web. Brief,
pricing, gestion des
prestataires, rédaction

A close-up photograph of a Scrabble board. The board has a light-colored fabric texture with a grid of squares. Some squares are colored red or blue and labeled with French text: 'MOT COMPTE DOUBLE' (Double Word Score) and 'LETTRE COMPTE DOUBLE' (Double Letter Score). A horizontal row of yellow Scrabble tiles is laid out, spelling 'WEBMARKETING'. The tiles are: W (10 points), E (1 point), B (3 points), M (2 points), A (1 point), R (1 point), K (10 points), E (1 point), T (1 point), I (1 point), N (1 point), and G (2 points). Below this row, two more yellow tiles are laid out vertically, both spelling 'Z' (10 points each).

2. Webmarketing

- Stratégie digitale avec choix des canaux de communication adaptés à la cible

- Gestion des campagnes de communication (cibles, medias, support, suivi, reporting)

3. Community & social media management



- Référencement payant (Adwords, Bing Ads) et référencement naturel (SEO, SEM)

- Déploiement social media. Animation et modération de communautés. Ecoute et analyse e-réputation



Références

HAIKU DECK

- Responsable Communication et Webmarketing (Groupe IPF)
- Chargée de communication on et off-line (UCIFO)
- Administratrice et membre de la commission Communication (Apec)
- Social media & content manager (PopcommAgency)

- Chef de projet editing & print (DDB)
- Chargée de communication interne, externe et digitale (Café CRM)
- Responsable de la communication print et digitale / e-rédactrice en chef

A row of colorful public payphones, likely in a Japanese public space. The phones have green and red bodies with yellow accents. Black handsets are hanging from the receivers. The background is slightly blurred, showing more phones and a wall.

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