



YANNICK MYRTIL

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EXPERIENCE

UBISOFT EMEA

JUN 2013 - TODAY

EMEA Social Media Manager

Identifying strategic new & growing social media platforms; and sharing tested & proven best-practices / guidelines to community managers, to generate 1st-mover opportunities.
Providing multi-channel reporting to C-level executives, about social media reach & engagement on identified owned channels (Facebook, Twitter, YouTube, Twitch).
Coordinate European counterparts to grow Ubisoft's earn media awareness through digital influence activations (YouTubers, Twitchers,...).

UBISOFT EMEA

AUG 2011 - JUN 2013

EMEA Digital Marketing Manager

Creation & implementation of digital marketing strategies for Ubisoft's casual games portfolio.
Coordinate & support eighteen EMEA subsidiaries to deploy & adapt the digital strategies, locally.
Website creation & CRM campaign project management. Web agencies & freelancers coordination.
Responsible for the Facebook & Twitter expertise: guidelines & strategy recommendation.

GAP YEAR

JUL 2010 - JUL 2011

Working Holiday Travel in Australia & New-Zealand

A year travelling around Australia & New Zealand, discovering new cultures and practicing English.
3 months of English class at Cambridge Institute: obtaining of Certificate in Advanced English (CAE).

HETIC

APR 2010 - MAY 2010

Social Media Speaker

Creation of teaching materials about social media marketing & community management for brands.
Lecture to seventy 4th grade e-Marketing students. Workshop & case studies.

UBISOFT EMEA

OCT 2009 - APR 2010

EMEA Junior Digital Marketing Manager

Coordination of EMEA digital activities for PC games and downloadable games.
Coordinate & support eighteen EMEA subsidiaries to deploy & adapt the digital strategies, locally.
Website creation & CRM campaign project management. Web agencies & freelancers coordination.
Weekly monitoring of digital KPIs and creation of monthly Social Media Dashboard (newsletter).

SQLI AGENCY

SEP 2008 - SEP 2009

e-Marketing Consultant

Creation & development of the Social Media and Community Management offer of the agency.
Create & present compelling sales presentations to established and prospective clients.
Web project and social media campaigns management.
Conception of client formation materials & animation of workshops / agency breakfasts.

EDUCATION

HETIC

SEP 2006 - SEP 2009

Master's Degree in Engineering of Management & Digital Communication Digital

Marketing • Social Media Marketing • Web development • Project Management

PARIS V UNIVERSITY

SEP 2006 - JUN 2007

Bachelor's Degree in Web Editorial & Community Management

SEO • Community Management • Project Management

ETPA

SEP 2004 - JUN 2006

Bachelor's Degree in Multimedia & Infography

P.A.O / C.A.O • Web development • Web Design • Photography • Video Editing

SOFT SKILLS

Communication

Active listening, presentation and strong writing capabilities.
Ability to explain technical concepts in simple terms.

Analytical Skills

Ability to take a large volumes of data and analyze trends.
Data formatting skills.

Adaptability

Capacity to adapt to changes and manage multiple tasks.
Effectively manage multiple projects with rolling schedules.

Creative Thinking

Looking for many possible answers rather than one.
Out-of-the-box thinker.

HARD SKILLS

Fluent in English

A year of Working Holiday Travel in Australia, in 2010/2011.
Graduate of the Cambridge Certificate in Advanced English.

Office Software Applications

Strong Excel skills & mastery of Microsoft Office Suite.
Windows & Mac OS environment.

Web Development

Mastery of HTML/CSS.
Notions of PHP/MySQL, JavaScript & XML.

Webdesign & Infography

Mastery of Adobe Creative Suite (Photoshop, InDesign,...).
Great design skills : presentation decks, documents, etc...

INTERESTS

SPORTS & HOBBIES

Tennis : Beginner. Not ranked.

Swimming : 13 years of high level competition. One FR Champion title - 2nd division.

Scuba Diving : Experimented diver : Level 2 CMAS.

INTERESTS

Music : Jazz & Caribbean Jazz • Soul • Hip Hop • Indie Folk • Alternative • Rock • French Touch

Cinema : Nolan • Mendes • Fincher • Boyle • Mann • Cameron • Tarantino

Others : TV shows • Travel • Photography • High Tech • Video Games