

ASTRID DUVAL

MARKETING & COMMUNICATION PROJECT MANAGER

Paris, France | astridduval@hotmail.fr | astridduval.com | 06 33 54 83 76



Multichannel digital project manager with 5 years of experience in media and agencies. I have led over 100 campaigns from strategic planning to execution, across sectors including health, culture, food, and retail. I collaborate effectively with cross-functional teams, combining creativity and performance-driven thinking to deliver impactful, measurable results.

PROFESSIONAL EXPERIENCE

Have a Goodie, Founder	January 2025 - Present
- Created and sold custom-made products (e.g. personalized t-shirts, card games, gift packaging) for weddings, birthdays, bachelor/bachelorette parties - Managed end-to-end production: positioning, target definition, creative concept, pricing strategy, customer retention, production, logistics, and marketing - Supported over 20 events and produced 400+ customized items	
RCA Factory, Marketing & Digital Project Manager (Agency), Paris	January 2022 - January 2025
- Led over 100 annual marketing campaigns for major pharmaceutical clients (Sanofi, Lundbeck, Boehringer Ingelheim, Sobi) from briefing to performance analysis - Developed strategic and operational recommendations, deployed multichannel strategies (paid social, influencers, PR, webmastering, event promotions) - Editorial strategy and content creation: corporate communication, community management ("We Are Patients" & client accounts), creative design of visuals and videos for multiple platforms	
Grand-Mercredi, Project Manager (Media), Paris	September 2020 - December 2021
- Managed over 50 digital campaigns across websites, social media, and newsletters for clients in culture, entertainment, health, food, and retail - Coordinated internal teams (creative, editorial, developers) and led influencer campaigns with 20+ partnerships - Tracked KPIs, analyzed performance and proposed strategic optimizations to maximize impact	
La Chambre de Commerce Française de Grande-Bretagne, London	June - August 2018
- Organized tailor-made corporate events (dinners, conferences, business networking) - Main point of contact for partners and premium guests - Designed visual communication materials (invitations, flyers, mailings, web content)	

EDUCATION

KING'S COLLEGE LONDON - London, UK	2019 - 2020
- Master's in 'Global Media Industries', Graduated with Merit (2:1) - Top 10 university in Europe for Communication & Media - Relevant courses: Media Industry Innovations, Entertainment Industries, Immersive Media, Collaborative Projects, etc.	
CITY, UNIVERSITY OF LONDON - London, UK	2015 - 2019
- Bachelor in 'Media, Communication & Sociology', Graduated with First Class Honours - Top 20 university in Europe for Communication & Media (QS, 2023) - Relevant courses: Quantitative Analysis, Web Creation & Digital Storytelling, Media History, Producing Social Data, etc.	

SKILLS

Project management & team coordination | Data analysis | Content strategy | Artificial Intelligence (AI)

Marketing tools : Meta Business Manager, LinkedIn Ads, Google Ads, Brevo, MailChimp

Graphic tools : Adobe Suite (Photoshop, Illustrator, After Effect, Adobe Premiere Pro, Adobe Firefly), Procreate, Canva

Productivity tools : Chat GPT, Midjourney, Notion, Trello, Monday, Microsoft 365, Google Workplace, Excel

Web design : Wordpress, Wix, Adobe UX design

ADDITIONAL INFORMATION

Languages: Fluent in English, Native French

Hobbies: Digital creation (illustration, video, design), crime & fantasy literature, sewing and product customization, electronic music