

ASTRID DUVAL

MARKETING & COMMUNICATION PROJECT MANAGER

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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, 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 Suite, Google Suite
Web design : Wordpress, Wix, Adobe UX design

ADDITIONAL INFORMATION

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