



# CHARLÈNE LECUYER

## DIGITAL PROJECT MANAGER

I help international **brands** to create **digital experiences** supported by engaging **storytelling**.

**7 years' experience** working in-house and for agencies.

Online resume:  
[charlene-lecuyer.mystrikingly.com](http://charlene-lecuyer.mystrikingly.com)

### KEY COMPETENCIES:

- Digital project management
- Content strategy & Copywriting
- PR & Brand activations
- Monitoring & Reporting
- Spanish, English & French

### CONTACT ME AT:

Email: [charlene.lecuyer@gmail.com](mailto:charlene.lecuyer@gmail.com)  
Phone: (+34) 644 96 39 67

### HOBBIES:

Background and passion for **personal development**.

Trained in **Mindfulness** (8-week program).  
Certified **Yoga** teacher (RYS 200 hours).

## WORK SUMMARY

### Digital Project Manager

C14torce Creative Agency | May 2020 to present (Barcelona)

- Serving as a communication link between the client and the creative agency to generate **image assets** and **relevant copy** for CUPRA brand's website.

### Digital Account Manager

C14torce Creative Agency | Oct 2018 to May 2020 (Barcelona)

- Managed **communications** to enhance the **guest digital experience**.
- Launched an event management **digital platform** to **manage CRM** and **build websites**.
- Launched SEAT Events **mobile app**.

### Account Manager

Good2b PR Agency | January to Oct 2018 (Barcelona)

- Developed and executed successful **event PR** and **influencer marketing** campaigns.
- Managed up to 5 **social media** accounts, **paid social advertising** and **email marketing** campaigns.
- Developed **content ideas** for the magazine.

### Digital Communications Manager

Mr. Wonderful | March to December 2017 (Barcelona)

- Leveraged market growth thanks to **co-branding strategic partnerships**.
- Built relationships with prominent **media, bloggers and influencers**.
- Translated **brand elements** into plans for the **launch of new products**.
- Managed **social media** with up to 100k followers.

### Digital Marketing Manager

EMDL / Difusión | Feb 2016 to Feb 2017 (Barcelona)

- Coordinated the creation of a **new online store**.
- Managed **paid advertising (PPC and social ads)**.
- Executed successful **SEO strategies**.
- Managed **blog** and **social media**.

## ACADEMIC BACKGROUND

### ISCPA Paris / Sciences Po Aix

Sept 2013 to Sept 2014 (Paris)

- **Master's Degree** in **'Digital Communications & Innovation'**.

### Paris Descartes University

Sept 2008 to July 2013 (Paris, Barcelona & Amsterdam)

- **Master's Degree** in **'Work, Organizational, and Personnel Psychology'**.
- **Bachelor's Degree** of **'Social and Human Sciences, Psychology'**.