



# ANTHONY LAC

## ABOUT ME

Communication manager, with more than 8 years of experience in communication and 6 years in entrepreneurship. Today I want to take on new professional challenges.

## WORK EXPERIENCE

### COMMUNICATION MANAGER | CONSEIL DÉPARTEMENTAL 47 2022 - 2023

Management and design of the communication strategy • Community Management • Editorial calendar, animation • Sponsored campaigns • Creation of videos (Premiere Pro, After Effects) • Performance monitoring (metrics, KPI) • Photos / reports (Bridge, Lightroom) • Graphic design (Photoshop, Illustrator, Indesign) • UI/UX design (Adobe XD) • Press relations (press releases, press kit, invitations) • Project management (management of the network of web service providers, print, graphic designers) • Design / writing / management of press inserts. The projects on which I have worked: Garorock, 91st meeting of the Departments of France, International Journalism Festival, Housing Solidarity Fund, Participatory and Citizen Budget, Daily road and travel plan, Net Days 47, Forum of social and of solidarity, Letter from the President of the Departmental Council, Various inaugurations by elected officials, etc.

### GENERAL MANAGER | EZ TRAIN 2021 - 2023

Business Management • Market Research • Acquisition Strategy • Accounting • Obtaining Grant • UI / UX Design • Community Management • Marketing / Communication Strategy.




### AGENCY MANAGER - OWNER | AWAÏ AGENCY 2017 - Current

Community Management • Graphics • Project management • Webdesign • Development of commercial prospecting tools • Marketing Automation • Business management. Companies I've worked with : Optic 2000, Tonneins' city, CCI 47, Villeneuve's hospital, Community of communes Coteaux et Landes de Gascogne, U Express, etc.

### COMMUNICATION MANAGER | BULKIT SAS 2016 - 2018

Webdesign • event marketing and communication • Graphic design • S.E.O • Export sales administrator • Translation • Management of graphic providers • Community Management.

## CONTACT

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## PROFESSIONAL SKILLS

MS Office	● ● ● ● ●
Photoshop CC	● ● ● ● ●
Illustrator CC	● ● ● ● ●
Indesign CC	● ● ● ● ●
Premiere Pro CC	● ● ● ● ●
After Effects CC	● ● ● ● ●
Adobe XD CC	● ● ● ● ●
Wordpress	● ● ● ● ●
Hubspot	● ● ● ● ●

## LANGUAGES

French	● ● ● ● ●
English (US)	● ● ● ● ●
Spanish	● ● ● ● ●

## HOBBIES

- Tennis
- Entrepreneurship
- Trips
- Music (guitar)
- Filmmaking, writing

## KNOW-HOW

- Team work
- Adaptability
- Autonomous work
- Stress Management
- Decision making
- Sense of organization
- Communication skills
- Rigorous
- Strength of proposal
- Perseverance
- Step back
- Reactivity

## SOFT SKILLES

- Project Management
- Service provider management
- Management

## INTERNSHIPS & STUDENT JOBS

Communication Manager – Fonroche  
Communication Manager – Orange  
Cashier – Leclerc Marmande  
Cashier – Carrefour Rives d’Arcins  
Cashier – Leclerc Bègles  
Operator – D’Aucy Casseneuil

### MKG / COM MANAGER | GLOBAL PACKAGING

2016

Community Management • Graphic design • Project Management • Webdesign • Development of commercial prospecting tools • Press kit • Organization of the Watercoolers 2016 • Press releases • intranet design • Internal communication.

### FORMATIONS

#### INSEEC BORDEAUX | MSC COMMUNICATION & PUBLICITÉ

2013 – 2015

D.T.P • Media Planning • Digital Communication • Webdesign • Brands’ Communication • Communication’ law • Lobbying • International Communication • English • Advertizing process • Photography • Communication and informational technologies • Computer (office).

#### BRYN ATHYN COLLEGE (USA) | 3RD YEAR OF L.E.A BACHELOR’S DEGREE

2012 – 2013

Management • Business Law • Economics • History • International Relations • Communication • Public Speaking • Theatre • Accounting • Spanish.

#### UNIVERSITY OF BORDEAUX III | LANGUAGES BACHELOR’S DEGREE

2009 – 2013

Translation : english to french and spanish to french • Translation french to english – french to spanish • Marketing • Communication • History of english and spanish speaking countries • International Relations • Micro et Macroeconomics • Business Law.

### VOLUNTEERING

#### LA FRENCH TECH 47 | TREASURER

since 2021

Animation of meetings around digital • UI / UX design of the website • Creation of the website (in progress) • Animation of the network of members of the French Tech Lot-et-Garonne • Canvassing of new members.

#### ACTEURS ÉCO TONNEINQUAIS | CO-CHAIR

since 2019

Graphic creations of all communication media • Animation of social networks • Presentation of General Meetings, press conferences • Press releases • Management of public relations • Management of advertising inserts (posters and press) • Organization of the super Christmas showcase • Organization of the Made in Tonneins Party • Recruitment of new members • Membership management • Accounting.

#### TONNEINS AVENIR TENNIS | COMMUNICATION MANAGER

since 2013

Creation and animation of the website • Animation of social networks • Public Relations • Press releases • Creation of the new visual identity • Creation of the presentation brochure of the club and management of the sponsorship part • Participation in the organization of the youth tournament and senior • Level 1 Tournament Referee • Organization of activities to bring the club to life (weekends, theme evenings, double days, discovery days).