

Marine Garnier

CREATIVE STRATEGIST - BRANDING & COMMUNICATIONS

Education

MASTER'S DEGREE - ADVERTISING & INTEGRATED CREATIVE STRATEGIES

ISCOM Lyon, France

2018 - 2020

graphic design | copywriting | workshops | artistic culture
| briefing sessions | scriptwriting for audiovisual content |
motion design | trend monitoring

**professional experience summary: how
communication can act as a business accelerator?**

BACHELOR'S DEGREE - MARKETING & ADVERTISING

ISCOM Lyon, France

2017 - 2018

global communication | global marketing | creative
judgment development | strategy & competitions | digital
marketing

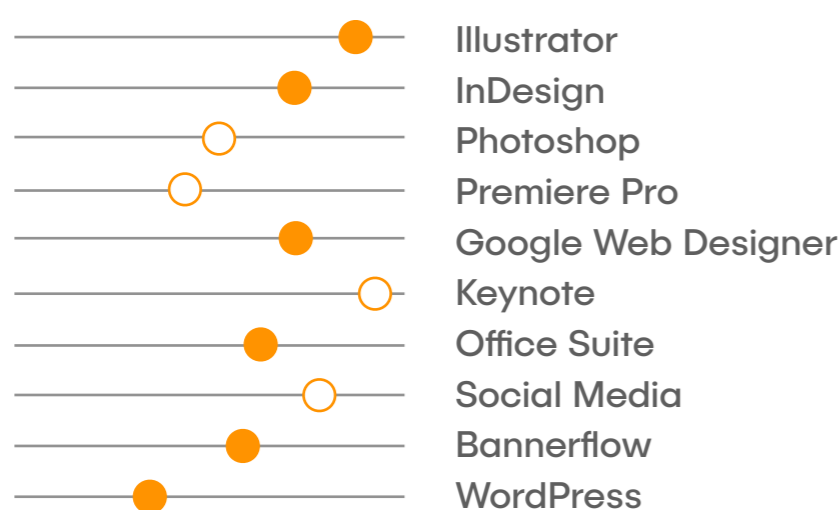
**thesis: how advertising evolves into an art form
through brand(ed) content strategies?**

ASSOCIATE'S DEGREE IN BUSINESS MANAGEMENT & MARKETING

Lycée Lamartine Mâcon, France

2015 - 2017

Skills



French : native language

English : professional proficiency

Spanish : basic knowledge



adaptability | autonomy | creativity
| organization | teamwork |
responsiveness | listening skills

References

Marie-Charlotte Nicolas

Group Communication Officer - Club Med
marie-charlotte.nicolas@clubmed.com

Sébastien Bouzit

Founder & Managing Director - Rougevert
sebastien@rougevert.fr

Anaëlle Murgia

Communication Director - Altavia Aura
a.cordier@altavia-aura.com

About Me

With experience in graphic design, social media management, and 360° communication, I design and execute branding campaigns tailored to diverse audiences. Having worked in international environments, I bring a global perspective to developing visual content, managing online communities, and supporting marketing strategies for B2C audiences.

Contact

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Work Experience

GRAPHIC DESIGNER

March 2023 - Today

Club Med (Montreal, Canada) - VIE

Digital Media (FR/EN)

created digital advertising assets for online campaigns and social media |
coordinated photo shoots and oversaw the production of high-quality visuals for
digital platforms | designed both static and animated visuals for websites and social
media to drive engagement

Publishing Media

designed and updated brochures, flyers, and POS materials for print and online use |
developed creative materials for print media (store window, flyers, press ads),
ensuring effective communication

Brand Identity & Communication Tools

ensured the graphic charter compliance across all communication materials and
platforms | redesigned advertising templates to align with the new brand identity |
adapted messages and visuals for different markets (Quebec/Ontario), enhancing
localization efforts | conducted trendspotting and research to propose innovative
concepts and stay ahead of market trends

SOCIAL MEDIA MANAGER

May 2022 - Feb. 2023

Rougevert Communication (Villefranche-sur-Saône, France) - Permanent

Social Media

managed 22 social media accounts (Facebook, Instagram, LinkedIn) with tailored
strategies and editorial calendars | created engaging visuals and copy consistent
with brand guidelines | optimized campaigns with a defined budget, delivering
performance reports and insights | conducted competitive analyses to improve
engagement and KPIs

RETAIL SALES ASSOCIATE

Jan. 2022 - April 2022

Darjeeling (Crêches-sur-Saône, France) - Permanent

MARKETING & COMMUNICATIONS ASSISTANT (B2C)

Club Med (Montreal, Canada) - Internship

July 2021 - Dec. 2021

Social Media

managed and animated Facebook and Instagram communities with editorial
strategies and budgets | delivered reports on campaign performance and
conducted competitor analysis

PR & Partnerships

supported PR initiatives, from planning to execution, and managed brand
collaborations | coordinated with influencers and journalists for successful
campaigns

Communication Tools

wrote briefs and liaised with agencies to deliver impactful campaigns

360° COMMUNICATIONS OFFICER

Feb. 2019 - July 2020

Altavia Aura (Saint-Etienne, France) - Apprenticeship

External & Corporate Communication

designed a global social media strategy and managed community engagement |
organized webinars and ensured compliance to brand guidelines

Business Development

created sales tools (presentations, brochures) to support growth | conducted
benchmarks and market analyses to inform strategy

Internal Communication

developed and distributed newsletters and training materials | organized team
events to enhance collaboration and culture

EXTERNAL COMMUNICATIONS OFFICER

April 2018 - Aug. 2018

France Ecran Location (Lyon, France) - Internship

developed and implemented marketing strategies to boost brand visibility | created
and maintained the graphic charter for consistent brand identity | produced
communication materials and managed WordPress websites | managed community
engagement on social media and published articles online | designed and sent
newsletters via Mailchimp to enhance customer engagement