

SUMMARY

Creative strategist and journalist with 5+ years leading digital transformation at Quotidien (TF1), Europe’s #1 daily talk show. Drove the growth of the show's digital ecosystem — a network of accounts totaling over 8 million followers — from 100 million to 5.4 billion annual views in under two years by launching original formats tailored for social platforms. Creator of Fifty States, the first podcast in the show’s history, cultural phenomenon that became #1 on Spotify France and was later adapted into a best-selling book.

PROFESSIONAL EXPERIENCE

TF1 — Quotidien, Europe’s #1 Daily Talk Show

Jan 2020 - Present

Content & Digital Strategy Lead — Paris

- Led the show’s digital transformation and audience strategy across platforms.
- Scaled the show’s ecosystem from 100M to 5.4B annual views, reaching over 8M followers.
- Developed new editorial formats tailored for YouTube, Instagram, TikTok and broadcast.
- Produced over **600+ field reports**, covering politics, international affairs and society.
- Managed the show’s press relations and media coverage.
- Built branded content partnerships with major platforms and brands including Apple, LVMH, McDonald’s, managing budgets of up to \$500K.
- Monitored and analyzed content KPIs (retention rate, CTR, share rate) to refine the strategy.

Creator — Podcast Fifty States

Aug 2023 - Present

- Created the first podcast in Quotidien’s history, developing the concept, format, and writing.
- Reached #1 on Spotify France within two weeks of launch, with sustained presence in national rankings. Still in the Top 5 every week with its second season.
- Led the graphic identity and promotional strategy across platforms, including partnerships with press, digital media and streaming platforms.

Book — “50 États d’Amérique” (ed Les Arènes)

Mar 2024 - Jan 2025

- Led the editorial and visual adaptation of the podcast into a published book.
- Ran the launch campaign with Les Arènes, handling press, events and digital promotion.

SKILLS

Digital Strategy

Media Relations

Storytelling

Social Media Expert

Brand Partnership

Content Production

- **AI Tools:** ChatGPT, Claude, Fireflies, Midjourney, RunwayML, Gamma, Lindy, Ideogram, Bolt.new.
- **Languages:** French (Native), English (Fluent), Italian(working proficiency).
- **Video & Editing:** Premiere Pro, Final Cut Pro, DaVinci Resolve, Avid.
- **Design & Branding:** FRAMER, InDesign, Photoshop, Canva Pro.
- **Social & Content Management:** Meta Business Suite, Google Analytics, TikTok Ads.

EDUCATION

Master’s Degree in Journalism & Digital

CFPJ Paris

Sep 2020 - June 2022

Bachelor’s Degree in Communication, Marketing

Université Paris-Panthéon-Assas

Sep 2017 - June 2020