

ALIX LEONARD

Creative Marketing Manager | Design thinking for social & business innovation | ACIM

Bilingual Marketing Manager in the **Technology, Information and Media sector**. Specialising in **B2B and B2C communications**, looking to focus my time and energy into specialising in Digital Design. Experienced in **brand design, managing branded content, asset/general graphic design** and **UX/web design**, with an **ACIM Qualification from the Chartered Institute of Marketing**, a **Master's Degree in Management** (with specialisation in Digital Design Management), and a First Class BA from Lancaster University.

EXPERIENCE

2023 - present

Slipcase | Hybrid, London, UNITED KINGDOM

Marketing Manager

As Marketing Manager, my role is to **manage Slipcase's social media platforms, coordinate newsletters**, and handle general marketing and communications activities. On the day-to-day, I work closely with the small team (6 employees) as well as with an external Marketing consultant to support the planning and implementation of campaigns. I am also responsible for **curating content for digital marketing channels, preparing event collateral, overseeing large scale design projects** (including designing a whole new platform, mobile app and tablet feed), as well as ensuring a **consistent brand message is communicated** throughout.

2022 - 2023

OVO Network | Hybrid, Annecy, FRANCE

Marketing Executive

As a Marketing Executive, my work revolved around **increasing brand awareness** and **generating partnership leads** with property owners in resorts across the French Alps. I worked closely with the Marketing Manager to manage campaigns, analyse market trends, and identify new opportunities for growth. During this period, I oversaw the **conception and implementation of new branding** across our company, reflecting our **growing presence and importance in the industry**. My daily tasks included **creating marketing materials**, managing **social media, email campaigns, and web content**, as well as tracking and **analysing performance metrics**.

2021 - 2022

OVO Network | On-site, Annecy, FRANCE

Marketing Intern

During these two internships (one in summer 2021 that lasted 3 months, and one in the first half of 2022 that lasted 6 months), I provided **direct support to the Marketing Manager** in executing marketing strategies by conducting **research and analysis** on **market trends, competitors, and growth opportunities**. I was quickly appointed **Head of Social Media**, managing content for all our platforms (Facebook, Instagram, LinkedIn and Pinterest), as well as **writing and editing copy for marketing materials, coordinating events, and designing all marketing collateral**. Throughout the internship I tracked and reported on campaign performance metrics, providing insights to improve future campaigns.

REFERENCES

Alexander Hearn

Founder & CEO, Slipcase

Contact details available upon request

Raphaële Cline

Marketing Manager, OVO Network

Contact details available upon request



CONTACT

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Portfolio

<https://www.alixleonard.com/>

EDUCATION

2020 - 2022

Master in Management (MGE)

ESC Clermont Business School

Specialisation in Digital Design Management

2017 - 2020

English Literature (BA Hons)

Lancaster University

EXPERTISE

Asset / graphic design

Branding

UX / UI design

Video editing / animation

Designing for print

Typography

LANGUAGES

English native (bilingual)

French native (bilingual)