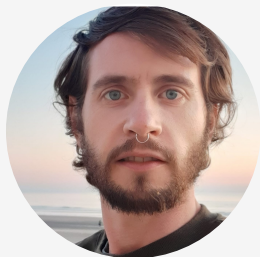


# STEPHANE MALPHETTES

## FRENCH CONTENT MANAGER



After studying and working in journalism, I'm working in **marketing** and **digital communication**. I have more than 10 years' experience in **content creation**,

**production** and **broadcasting** for internet and social media. I am happy to work for a **BtoB** and **BtoC** targets.

### CONTACT

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### TECH SKILLS



CMS  
Digital project management  
SEO



Acquisition actions  
Brand & Inbound marketing



Social Media Strategy  
Growth hacking  
Marketing videos

### EDITORIAL SKILLS



Copywriting  
Storytelling  
Editorial planning  
Newsletter



Editorial monitoring  
Brainstormings  
New digital contents



Interviews  
Podcast creation  
Trainings

### LANGUAGES

French native speaking  
English  
Spanish

### EMPLOYMENT HISTORY

#### Freelance Content Manager JAN-SEPT 2020

##### COMMUNICATION STRATEGY

**Editorial tone of voice**, editorial plannings and **content production** for emerging french startups Osma Home (BtoC), tricefal (BtoB)

- Graphic charter definition
- Marketing content strategy for prospects acquisition
- +20% social media followers in 3 months

#### EuraTechnologies Lille JUNE 2018 - DEC 2019

##### CONTENT STRATEGIST

-Content strategy and production for the startups incubator (+200 startups projects/year) : articles, **storytelling**, entrepreneurs **portraits**, business cases, events reportings

- Newsletter creation : 9k subscribers in 3 months
- Increasing SEO performance : 1st search engines results page on priorities keywords
- New content formats

##### SOCIAL MEDIA MANAGER

-**Entrepreneurs community** management on Twitter, LinkedIn, FB, Insta

-**Editorial treatment content** with short videos and lives

- From 10k to 14k followers on Twitter
- From 15k to 20k subscribers on LinkedIn

##### BRAND MARKETING

-Brand content creation

-**Recruitment marketing campaigns**

-Marketing **landing pages** production

-Website redesign strategy

- +50% leads generation on formulars
- 10k impressions on social media for marketing video

#### MSN News - Microsoft - Team Inside Lille

##### SENIOR CONTENT MANAGER JUNE 2015- MAY 2018

-French **team leader** : managing 10 web editors

-News **content curation** (politic, lifestyle, eco...)

-French global homepage management : 15 millions UV/month

-**Trainings** and **tutorials content creation** in english

##### SOCIAL MEDIA STRATEGIST

- +30% engagement on Facebook
- +40% Twitter followers for MSNNewsFR

# STEPHANE MALPHETTES

## FRENCH CONTENT MANAGER



### TOOLS

- WordPress
- HootSuite, TweetDeck, Buffer
- Meltwater, Crowdfire
- Trello
- Canva, Mojo
- Lumen5, Headliner
- MailChimp, Mailjet
- Anchor



### ACHIEVEMENTS

- Cooking blogs from scratch on WordPress : DuNouveauEnCuisine, LeBonLeBeau (2011-2019):  
10k UV/month, 6k newsletter subscribers, press invitations, free new food samples, good friends :)
- MBSR Meditation diploma by MBSR-Lille
- XStory Podcast : +15k streams in 6 months. Created from scratch with a 0 budget in 2020.
- Working holiday Visa in Canada, 2011



### HOBBIES

- Yoga
- Gaming : RCT3, Planet Zoo
- New urbanism

#### Freelance Web Editor

WEB JOURNALIST

2011-2015

- Company : AccorHotels
- Communication agencies : AvecDesMots, Ogilvy, RelaxNews, SpinTank
- Web magazine : L'Internaute, Journal du Net
  - Content creation for **BtoB** and **BtoC** targets
  - **English interviews** of top leader profiles
  - **Brand content** articles

#### Paris Tourist Office - ParisInfos.com

WEB EDITOR

2012-2014

- Content creation** for online and offline communication : what to do in Paris, new guided tours, top 5 new places...
- Travel guides updates** : restaurants, shopping, culture, nightlife

#### L'Internaute.com

WEB JOURNALIST

2007-2011

- Original content creation** for the french news webmagazine (Society, Politics, Economy, Architecture, Education)
- News homepage editing**
- Newsletter** edition and programming
- Live Videos interviews** of french political personalities

### EDUCATION

#### eBusiness Manager

2015

#### MBA Internet Marketing & Commerce

Institut Léonard de Vinci, Paris-La Défense

#### Journalist

2007

Institut Pratique de Journalisme, Paris-Dauphine

#### Communication Manager

2005

Institut Français de Presse, Paris-La Sorbonne

### CONTACT

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