



Louis Chevalier

10-year experience in international
media and communication
International Account Director at dentsu international

ABOUT ME:

32 years old
French nationality
Driver License and
personal car

CONTACT DETAILS:

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Mercier,
16 000 Angoulême
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gmail.com

SKILLS:

Microsoft Office suite
French (mother tongue)
English (bilingual)
Team management
Media strategy
Media expertise
Data analysis &
dashboarding

HOBBIES:

Music: Piano and Trumpet
Photography: Landscape,
macro, portrait, cityscape
Movies and series:
Science-Fiction and
Fantastic
Gaming: MMORPG,
Simulation, Strategy
Travels: USA, Scotland,
South Africa, France

EXPERIENCES

• DENTSU - iPROSPECT INTERNATIONAL



International Account Director | Paris | January 2020 - Today

Client lead position looking after Groupe SEB.

- Team management: task planning, coordination of various teams, ensuring the well being of everyone in the team. Tasks in the team include network management (strong focus on quality of service), coordination, media plans gathering tool management, follow-up on local media strategies and deliveries,
- Project management in e-commerce (D2C & Retail media), ad-tech, media guidelines, means allocation tools, measurement and reporting frameworks
- Commercial and governance responsibilities: contract negotiations, remuneration structure, client relationship.

• ZENITH - PART OF PUBLICIS MEDIA - 8 YEARS

International Account Director | Paris | July 2018 - January 2020

In charge of operations in the international team looking after COTY Luxury.

- Team management: task planning, team animation, ensuring the well being of everyone in the team. Tasks include network management, coordination, media plans gathering tool management, follow-up on local media strategies and deliveries...
- Project management: discuss and define scope of requests with clients, ensure timely delivery.
- Support to strategy and digital teams: coordinate year-round preparation work for global media guidelines issued to local agency network.



• International Account Manager | Paris | July 2015-June 2018

Supporting account directors and account leads on coordination, data analysis and client relationship. Clients portfolio included global FMCG and Pharma players.

- Lead international coordination work, ensuring quality and delivery of data, support to clients stewardship.
- Data projects and analysis on competitive media spends, media planning tool scoping and implementation, providing best in class competitive monitoring analysis solutions.

Also during that period: worked with Publicis Media Data department on business development, data strategies solutions for global clients (CRM, dashboarding, DMP, etc.)

• Previously: International Account Executive (Zenith) Aug 2012-Jun 2015 |

Account Assistant (Zenith) Feb-Aug 2012 | Marketing Assistant

(Metabo) Apr-Aug 2011 | Assistant (Portland Hotel) May-Jul 2010.

EDUCATION

• ESSEC Business School | Paris | 2015

Publicis Training - Transform and re-invent our media agencies.



• IAE Business School | University of Poitiers | 2009-2012

Master's degree in Strategy and Marketing 2012

Degree in Management 2010

