

Alena Gaponova

Communication and Digital officer
FASHION, ART, CULTURE

Personal Details | 19/12/1987 - Single
Paris 75020 - France
Contact | alena.gaponova@gmail.com
+33 6 74 20 23 77

LANGUAGES	French	●●●●●●●●●●	Mother tongue
	Russian	●●●●●●●●●●	Mother tongue
	English	●●●●●●●●●●	Full Business Fluency
	Italian	●●●●●●●●●●	Upper Intermediate

KEY COMPETENCIES

BUILD EFFECTIVE COMMUNICATION AND CREATIVE DIGITAL STRATEGY
DRIVE UP VISIBILITY IN TARGET SEGMENTS THROUGH IMAGINATIVE MEDIA SUPPORTS
5 YEARS' EXPERIENCE AS COMMUNICATION AND DIGITAL MANAGER IN FASHION SECTOR
STRONG TRACK RECORD OF WORKING IN SOCIAL MEDIA ENHANCING CLIENTS' BRAND AWARENESS
EXTENDING CLIENTS' NETWORKS BY ORGANIZING SOCIAL/PROMOTIONAL EVENTS
SIGNIFICANT EXPERIENCE OF ALL MEDIA; CONFIDENT COMMUNICATOR

KEY ACHIEVEMENTS

● 2017 - 2015 Chief Digital Officer - Premium Group

Premium Events, Premium Models, Premium Clients

Development of Premium group's global digital and marketing strategy
Building and setting up Premium Models' digital identity on social medias (Instagram, FB, Snapchat, Twitter...)
Digital Growth strategy on Premium Models' Instagram (Instagram : from 2K > 100K growth)
Digital and e-marketing consulting for L'Oréal, Biotherm, Roland Garros, Fedex, FNCF, MEDEF, Emirates etc.
Community Management, set up of e-reputation management tools (Hootsuite, Onlypult)
Strategic and competitive benchmarking in the sector of fashion, events and cinema
Webdesign and set up of premiumdigital.fr and premium-groupe.com

● 2014 - 2011 Communications Manager - Idole Model Management

Constraints : Annual budget - 10,000 euros

Development of agency's global communication and marketing strategy
Direction of the global visual identity (logo, corporate identity and website).
Building and setting up digital identity "weareidole" on social medias
Design, illustration and production of print media communication
Production and diffusion of media relation's tools (Press Release, Media Kit)
Creation of the first agency's model contest "We Are Idole"
Organisation of the model contest finale event (finding sponsors, partners and PR management)

Media Coverage



C+ : National French TV News



M6 : National French TV News

WORK EXPERIENCE

● 2017 - 2015

Chief Digital Officer
Premium Groupe - Events and Model Agency
Paris - France

● 2014 - 2011

Communications Manager
Idole - International Model Agency
Paris - France

● 2011 - 2010

Fashion, Art and Design Journalist
MODEM Editions - Publishing Company
Paris - New York - Milan

● 2009 - 2010

Autoentrepreneur
AVE Graphic Design - Graphic Studio
Chambéry - France

● 2009 - Intern - 6 months

Web Journalist
Adthink Medias - Advertising & Audience Monetization
Lyon - France

● 2009 - Intern - 4 months

Art Director's Assistant
Realvision - Advertising Agency
Lyon - France

● 2008 - Intern - 4 months and 5 months

Marketing Director's Assistant
Méribel Tourism - Marketing/Communication dept.
Méribel Ski Resort - France

EDUCATION

● 2014 TOEIC

Score 785 - Level C1

● 2014

Intensive Business English Training
Language Studies International
Portsmouth (UK)

● 2006 - 2009

Bachelor's Degree
Communication School
I.S.C.P.A - Lyon 69000 - France

● 2005

First Aid Certificate
International Committee of the Red Cross
France

SOFTWARE

Adobe Photoshop	●●●●●●●●●●
Adobe Illustrator	●●●●●●●●●●
Adobe Indesign	●●●●●●●●●●
Word / Pages	●●●●●●●●●●
Excel / Numbers	●●●●●●●●●●
Powerpoint / keynotes	●●●●●●●●●●

HOBBIES

PAINTING | Personal exhibitions in Paris (2011, 2013, 2014 and 2015 with Warner Bros)
PHOTOGRAPHY | Film-based photography : [Profile on Fujifilm Website](#)
LITERATURE | Kundera, Cioran, Lautréamont, Nietzsche, Dostoievski, Bukowski, Don DeLillo
MUSIC | Piano (10 years of practice)
SPORTS | Snowboard, Surf, Skateboard, Rock climbing, Ballet (10 years of practice)

INTERPERSONAL SKILLS

Multi-skilled
Creative
Dynamic
Results-driven
Organised
Persistent

