



ADRIEN MALHERBE

Head of Digital Marketing



WORK EXPERIENCE

01/2023 – 07/2024 **Head of Digital Marketing** (*sharingbox* | *DNP Photo Imaging Europe*)

Challenges: Managing the redesign of *sharingbox.com* and launching paid campaigns.

Missions: Webmastering through various CMS, managing sponsorships, supervising and communicating with agencies and media, supervising a junior for social media and emailing tasks, collaborating with the design team, training coworkers in order to delegate my former responsibilities to them, outlining project scopes, managing timelines and deadlines, tracking and reporting on overall progress, managing daily operations and implementation of new programs, forecasting project revenue and ensuring all goals are met, working for various brands with various verticals, determining strategy and budgets, solving technical issues and promoting a new B2C platform.

03/2022 – 12/2022 **Digital Content Producer** (*sharingbox*)

Webmastering and copywriting for newsletters, social media posts, trade shows, etc. While continuing to produce visual content and much more.

09/2018 – 02/2022 **Video Editor/Maker** (*sharingbox*)

Producing visuals (3D renderings, videos and photos) to create tutorials, ads, aftermovies, presentations, case studies, sales pitches, operational documents, website content, etc. For all *sharingbox* entities worldwide.

03/2018 – 04/2018 **Internship - 2D Compositor** (*beDIGITAL*)

04/2016 – 05/2016 **Internship - Animation Fixer and Publisher** (*WalkingTheDog*)

09/2013 – 09/2016 **Student Job - Storekeeper/Seller** (*Colruyt Group*)

2015 - nowadays **Freelance**

Various visual designs, music clips, video reportages, aftermovies and contributions on many different projects (*Océade/Mini-Europe*, *Brico*, *MeeGaan*, etc.)

EDUCATION

10/2017 - 05/2018 **Motion Design Training** (*Cepegra*)

09/2015 - 06/2016 **Videographer Specialization** (*EPSE*)

09/2013 - 06/2016 **Bachelor's Degree in Computer Graphic Design** (*EPSE*)

LANGUAGES

French Native (C2)

English Advanced (C1)

Dutch Intermediate (B1)

Spanish Elementary (A2)

INTERESTS

Learning about new techs

Creating videos & 3D visuals

Taking photos

Traveling

Watching movies

Playing video games

Doing theater and reenactment

Listening to music

Longboarding

PERSONAL

email@adrien-malherbe.com

0496 99 04 46

Driving license

SKILLS

Campaigns management

Reporting

Project management

Social media management

HTML & CSS knowledge

Website management

Content management

3D creation

Photo and video editing

AI knowledge

(See the appendix for the list of related programs)

SOFT SKILLS

Creativity

Perseverance

Autonomy

Ability to make decisions

Intellectual curiosity

Efficiency

Team spirit

Adaptability

Initiative

APPENDIX

Advertising campaigns management

Google Ads, Meta Ads

Newsletters campaigns management

Zoho Campaigns, Stripo, Brevo

Reporting

Google Analytics, Google Sheets, Google Slides

Project management

Slack, Redmine, Asana, Trello

Social media management

YouTube, Linktree, Facebook, Instagram, LinkedIn, TikTok, X

HTML & CSS knowledge

Notepad++

Website management

Wordpress, Joomla and Wix

Content management

Pics.io, Google Drive

3D creation

Cinema4D, 3ds Max, Realflow

Photo and video editing

After effects, Premiere Pro, Illustrator, Photoshop and InDesign

AI knowledge

ChatGPT, Midjourney, DeepL

And more

Microsoft Teams, Trustpilot, Artlist, Glassdoor, GoToWebinar, Semrush, Answerthepublic