

ADELE LENGLART



BRAND & DIGITAL COMMUNICATION MANAGER



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Paris

With 8 years of experience in 360° communication and digital marketing, I design and deploy brand-driven strategies across international environments, combining creativity, digital performance and structure. Strong expertise in CRM, e-commerce, brand content, social media and content creation. Fluent in French and English

SKILLS

Strategic vision and 360° approach • Performance-driven creativity • Ability to structure and lead complex projects • Excellent time and priority management • Cross-functional and international collaboration • Strong attention to detail and quality

COMPETENCES

360° Communication Strategy • Digital Marketing • Social Media • Influencer Strategy • CRM & E-commerce • Brand Content & Storytelling • Content Writing & Production • Performance & Data Analysis • Shopify • Klaviyo • SAP • Microsoft Office Suite • Photoshop • French (Native) • English (Fluent)

EDUCATION

Master's Degree in Marketing & Commercial Strategy – Normandy Business School (Normandy, France, 2010–2016) •

Bachelor Degree in E-Marketing & International Business – Manhattan Institute of Management (New York, USA, 2012–2013) •

WORKING EXPERIENCE

CAREER BREAK – PARENTAL LEAVE

France - Saint-Malo | 2025 - 2026

- Following the birth of my second child. Now returning to professional opportunities.

DIGITAL MARKETING & COMMUNICATION MANAGER

Polite Society - Sydney | 2022 - 2025

- Defined and deployed global digital, CRM and social media strategies to support brand image, engagement and growth
- Led the creation and optimisation of the website and e-commerce platform, from UX to performance tracking
- Designed and executed digital campaigns across paid and organic channels
- Managed agencies, budgets and content production, including regular photo shoots and marketing assets
- Built reporting frameworks to analyse performance and support business decisions

INTERNATIONAL DIGITAL MANAGER

Shiseido Group EMEA - Paris | 2016 - 2021

- Led 360° digital strategies for international fragrance brands within a multi-market organisation
- Developed CRM strategies and digital activations to drive acquisition, engagement and loyalty
- Designed influencer strategies and coordinated international launches and immersive digital platforms
- Worked closely with cross-functional teams (marketing, media, PR, IT, legal) across regions and markets

EARLIER EXPERIENCES - DIGITAL & COMMUNICATION ROLES

Diverses - Paris & New-York | 2012 - 2015

- Digital marketing, communication and PR roles within luxury, fashion and media environments
- Contributed to content creation, social media management, events and brand communication initiatives
- Worked with international teams and agencies on multi-channel communication projects