



KIM JACOVIDIS

ACCOUNT DIRECTOR @ BETC

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SUMMARY

- Worked as a digital producer in Vietnam for a year, in english
- Been working in advertising for 4 years, handling 360 campaigns for key accounts and managing both small and large teams
- Most of the people I've worked with can vouch for me: I'm enthusiastic when it comes to learning things, persevering when needed, getting people together both in work and after work

ABOUT ME

My name is Kim, I'm French and I'm 27. I used to be a digital producer, focusing on online campaigns to generate business. I then learned the offline production process when I joined BETC. I am now an account director for Peugeot and Air France, supervising both online and offline production and leading the Social Media editorial team.

AREAS OF EXPERTISE

- Production of online and offline campaigns
- Managing a team of multidisciplinary people
- Strong organisational skills
- Fluently speaking and writing in English
- Daily use of iWork and Office Pack

EDUCATION

Ecole Européenne des Métiers d'Internet
2012 - 2015

- Specialization in e-communication and web marketing
- Web developement, web design

EMPLOYMENT HISTORY

ACCOUNT @ BETC

SINCE JUNE 2017

PEUGEOT ACCOUNT

- Managing project managers (TVC, print, digital...)
- Building consumers journeys based on ASPC audiences
- Strategic thinking and positioning for product launches
- Leading the Social Media Team: strategy, production, reporting...

AIR FRANCE ACCOUNT

- Joon launch campaign
- Managing project managers (print, event, influence...)
- Financial reporting, staffing and forecast

SIDE PROJECTS

- "Beesexual" and "Toys" for Pornhub
- Most Precious Stone for Against Breast Cancer UK

DIGITAL PRODUCER @ DDB

APRIL 2016 - MAY 2017

VOLKSWAGEN ACCOUNT

- Recommendations regarding the digital integration for product launches
- Production (programmatic, e-mailing, mini-sites...): brief, wireframes, specs, A/B testing, KPIs analysis...

UBISOFT ACCOUNT

- Working on digital activations for video games launches (A World With No Heroes for Ghost Recon and Scars for Honor)
- Management of production and capture studio

DIGITAL PRODUCER @ DIROX VIETNAM

MARCH 2015 - MARCH 2016

- New business
- Team management of developers, designers and QC
- Feasibility study, budget forecast and planning
- Technical and fictional specs