

# ALEXANDRA FAURE-NARDONNET

LINKEDIN : Alexandra Faure Nardonnnet  
alexandra@shiftpro.fr  
+ 33 6 34 11 52 77



International Brands growth strategy will be driven  
by culturally relevant communication through digital and events.

## PROFESSIONAL EXPERIENCE

### SHIFTRPRO [Paris]

Strategic agency

Founder

Clients : **CHANEL ART & CULTURE, MONNIER PARIS, UNTTLD**

### 14/01 **BARON & BARON** [Paris, New-York]

18/04 Created in 1990 by Fabien Baron in NY, Baron & Baron is a multi-platform advertising agency

Account Manager **CHRISTIAN DIOR, GUCCI, ZARA, LA PERLA, LOUIS VUITTON, AZZARO**

- Define client requirements, project parameters and guide teams in the development and delivery of campaign strategy
- Collaborate with clients from concept to production and launch of Print, TV, Digital and social-media campaigns
- Establish, track budget and oversee account billing
- Develop campaign-management tools (i.e. creative briefs or project-tracking spreadsheets) that improve work and communication's flow

### 13/02 **UGC** [Paris]

13/11 The second largest cinema operator in Europe

Communications Manager

- Artistic and editorial coordination of the UGC Cinema's magazine: ILLIMITE
- **CANNES FILM FESTIVAL 2013** Organization & Logistic - Villa UGC
- Cultivated and grew partnerships (BETC POP) & VIP relations
- Created and coordinated special operations

### 12/01 **GUETTA Events** [Paris, New-York, Ibiza]

13/01 Music & Events company founded by Cathy & David Guetta

Communications Manager

- Responsible of the **Web and social strategy**: Set up and follow up of the Cathy Guetta & FMIF social networks (Twitter, Facebook, Pinterest). Increased from 50% social media fan base
- Managed FMIF website redesign and update, including an e-commerce section
- Serving as the **primary liaison between partners and sponsors**: **RENAULT, BURN, AUDIKA**
- **Events coordination** FMIF: Fashion Week, Miami WMC, Cannes, Ibiza

### 11/06 **LA CHOSE** [Paris]

11/12 Advertising company founded by Eric Tuong Cong

Strategic Planner for **GENERALE D'OPTIQUE** and **INCA**

### 10/09 **MOVING IMAGE AND CONTENT** [New-York]

11/05 Digital content and marketing agency that focuses on fashion, luxury, and beauty brands

Account Manager in charge of **YSL, MUGLER, DVF, THE ROW, LACOSTE**

### 09/10 **APPLE** [Paris]

10/07 Assistant - Creative Markets

- Manage Events around Pro-Tour: Audio (Logic Studio) - Photo (Aperture) - Video (Final Cut)

## EDUCATION

**2009-2010**

**ISG**

Paris Final Year of Master in Marketing and International Affairs with honors

**2008-2009**

**ISG**

Exchange Year at Tokyo Temple University, Shanghai Fudan, New York St John's University

**2005-2008**

**ISG**

Business School International Master 1st year - BA

**2003-2005**

**Ecole Active Bilingue**

High School graduation major in Economics with honors

**2022**

**HEC Executive Education**

Finance

## LANGUAGE & SKILLS

**French**



**English**



**Spanish**



**Japanese**



**Software:**

Office - IWork - Logic

Studio - Final Cut -

Aperture - InDesign

## OTHER

## INTERESTS

**NGO:** Solidarités International -WWF

**Interests:**

Dancing - Painting - Travels - Music

**Founder of aGRiODOR**