



Anaïs Luu

My experience in advertising agencies has taught me how to adapt to different brand identities and thrive in fast-paced environments, while developing campaigns for international brands such as McDonald's.

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in [Anaïs Luu](#)

SKILLS

Brand management

Creative brief, feedback and revisions, brand content adaptation from the headquarters to the local market, brand consistency across channels, copywriting and storytelling

Digital marketing

Webmastering, email marketing campaigns, community management, SEO

Project management

Stakeholder management, production of deliverables (consumer journey, SWOT analysis, communication plans, campaign schedules, KPI reporting)

Creative & technical tools

Adobe Creative Cloud (Lightroom, Premiere Pro, Photoshop), Canva, Figma, HTML/CSS, Microsoft Office (Excel, PowerPoint, Word), Google Suite

LANGUAGES

French Native

English Proficient (C1)
TOEIC : 955/990

German Basic (A1)

INTERESTS

Photography: culinary (Nikon D750)

Surf: French West Coast and Tahiti

Skincare: understanding the active ingredients and benefits

Volunteering: road safety stand at festivals

PROFESSIONAL EXPERIENCE

2024-Present : Digital project manager

BBDO Paris – Omnicom Group | Paris, FR | Apprenticeship (2 years)

Managing digital projects for CUPRA, SEAT, and McDonald's:

- Webmastering: management and optimization of websites using Adobe Experience Manager (cupraofficial.fr, seat.fr), ensuring compliance with international guidelines
- CRM/PRM: deployment of email and push notification campaigns for McDonald's, from creative brief to delivery, handling high campaign volumes (1-2 campaigns per day)
- Project management: strategic planning for the launch of the new electric car CUPRA Raval, lead acquisition strategy

2023-2024 : Communication & Social media officer

Riz Blanc communication agency | Montpellier, FR | Apprenticeship (1 year)

- Social media: community management (editorial planning, content coordination, moderation), content creation (photoshoots, photo and video editing, copywriting), paid campaigns optimization (Meta Ads)
- Business development: competitive benchmarking, performance analysis (KPIs), redesign of the community management offer, identification of growth opportunities, contribution to business proposals

2023 : Communication intern

Riz Blanc communication agency | Montpellier, FR | Internship (2 months)

- Development of a communication strategy for the agency's flagship product "Le Sticker Parfait" (positioning, target audience, messaging)
- Web management and community management: internal communication management for the agency and coworking space

EDUCATION

Present : Master in Management, major in Business development

NEOMA Business School (Master Programme Grande École)

English-taught program

2024 : Bachelor's degree in Marketing & Sales, major in Digital marketing

IUT of Montpellier (BUT Techniques de Commercialisation)

Top of class 2022 | Member of the peer tutoring program

2020 : Chemistry degree

Faculty of Sciences, University of Montpellier (DEUG)