

Codi Dugas

President

so seize.

+33 6 27 01 75 18

codi@soseize.com

soseize.com



As president of my own communications agency, SO SEIZE, I have over 10 years' experience in public relations, corporate communications, social media, content production and copywriting. I am passionate about creating meaningful strategies, heartfelt content, all while celebrating and strengthening a brand's identity. I have extensive experience in the beauty and cosmetic industries. Strategic yet operational, I also love being creative and mirroring that skill in my writing. I thrive the best in environments that favor close collaboration and teamwork.

CORPORATE COMMUNICATIONS

- Define strategic positioning, including core messaging tracks
- Coordinate communications efforts on key announcements, aligning regional and business teams
- Develop and deploy messaging resources and communications toolkits for key initiatives
- Identify and manage opportunities to develop and promote strategic corporate positioning
- Leverage COMEX expertise via thought leadership programs, debates, round tables etc.
- Contribute to the development of corporate materials, All Hands, presentations etc.
- Increase employee loyalty and well-being through events, meet-ups, virtual activities, and other "happy" initiatives
- Ensure synergy all internal departments for a streamlined 360° comms approach

SOCIAL MEDIA

- Define and manage social media strategy according to objectives and KPIs in line with global social media and content strategy
- Create and maintain interesting organic editorial calendar, ensuring tone of voice and business objectives
- Produce proactive and reactive content with creative teams or partner agencies
- Copywriting for social media assets, newsletters, websites etc.
- Community management + publication
- Identify and collaborate with appropriate influencers and content creators
- Develop toolkits and guidelines for partners
- Reinforce brand loyalty through engagement initiatives
- Monitor competition and identify industry trends
- Monthly reporting RH, marketing, créative etc. pour assurer une communication 360°

COPYWRITING

- Define editorial strategy
- Develop and represent the brand tone of voice through consistent and clear copywriting and storytelling
- Maintain guidelines to ensure overall copywriting coherence and adherence
- Copywrite texts across all platforms and supports (social media, newsletters, mobile applications, articles, e-commerce, press kits, blogs, leaflets... etc.).
- Coordinate translations and propose modifications until final validation

BRAND CONTENT

- Write storyboards and scripts for videos, manifestos...
- Create visual communication materials including brochures, social media assets, publications etc.
- Provide support and manage relationship with branding teams (Marketing, communications, Trade, Retail, Design)
- Liaise with creative teams, designers, UX researchers etc whether in-house or external partners

- Manage briefs, approvals and executions of creative briefs (pre and post production)
- Ensuring project deadlines are met
- Negotiating contracts and fees with creative partners
- Creation of guidelines

PR & INFLUENCE

- Define and create global PR strategy
- Maintain privileged relationships with KOLs
- Create communication tools (press releases, kits, texts...)
- Seek out speaking opportunities spokespeople to speak at, and work with the partnering events to organize and promote their involvement
- Support in media training and spokesperson preparation
- Update message tracks and other comm supports
- Organization and management of press events
- Create and implementation of guidelines for global or local usage
- Monitor press clippings/reporting

LANGUAGE :

Anglais – native
Français – fluent

EDUCATION :

The American University
of Paris 2010-2014

TOOLS :

TalkWalker
Sprinklr
Trackr
No Stress
Sales Force
Cision

CLIENTS :



REFERENCES :

Andrea Colaianni
VP GLOBAL
COMMUNICATIONS
Armani Beauty
+33 6 67 13 03 60

Margaux Figiel
HEAD OF GLOBAL
MARKETING
The Kooples
margaux.figiel
@thekooples.com

Madeleine Latapie
HEAD CORPORATE
AFFAIRS
Biogen
madeleine.latapie
@biogen.com

Eric Maillard
FOUNDER
Spin Off Conseil
eric.maillard
@gmail.com

Rudy Dupuis
HEAD OF SOCIAL
MEDIA
Clarins
rudy.dupuis
@clarins.com