

ERWANN GERVAIS

Driving Licence
Vancouver, BC, Canada

Motorsport Specialist
Digital Specialist

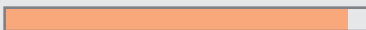
Looking for job opportunities as
graphic designer or digital marketing

CONTACT

gervaiserwann@gmail.com
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(778) 957 - 4935
159 West 2nd Avenue
Vancouver
Canada

SKILLS

PHOTOSHOP



INDESIGN



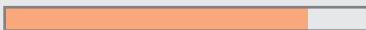
ILLUSTRATOR



AFTER EFFECT



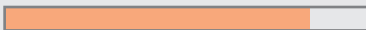
PREMIER



FINAL CUT PRO X



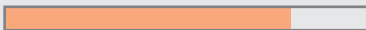
GOOGLE SUITE (ADWORDS, DFP, ETC)



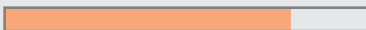
MS OFFICE



RUCKUS ZONEDIRECTOR



STORMSHIELD

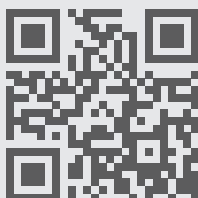


LANGUAGES

FRENCH



ENGLISH



PROFESSIONAL EXPERIENCES

FREELANCE MULTIMEDIA COORDINATOR @ FIA WORLD ENDURANCE CHAMPIONSHIP

January 2016 - January 2018 (Full time position in Paris)

As freelance since January 2018 from Vancouver

- Created and restructured a new brand design on digital platforms and created contents for social media
- Implemented and managed a new strategy for social media with my team and digital agency
- Carried out complet digital campaign on social media (Facebook, Twitter) and on Google (Adwords, DFP)
- Social Media Management
- Created and managed the new website of the FIA WEC and the App
- Worked as project manager on the website to develop and implement new features on the back office for the team and the website for users
- Developed new technology, such as live onboard 360 cameras, VR in hospitalities,full datas comparaison
- Installation of a complete network on each race in order to provide internet, servers, VPN to the paddock

FREELANCE GRAPHIC DESIGNER @ NETCO SPORT & VIDEO MAKER @ RED BULL

Since January 2018

October 2015 - January 2016

April 2012 - April 2014

- Designed and conceived the FIA World Endurance Championship official App
- Conceived and scaled existing design for mobile apps (respecting IOS and Android's guidelines) for major soccer Clubs in Brasil (Palmeiras)
- Filmed, edited and created motion design for short promotional films, teaser, event highlights and institutional videos to add content on Red Bull's website and social medias
- Worked for Kraemer, School Touch, Raid Courier Sud and EM Strasbourg to create visual and video contents
- Developed skills independantly, kept learning and improving techniques and skills

ASSISTANT ADVERTISING MANAGER @ PUBLICIS ACTIV

January 2014 - July 2014

- Created new national campaigns projects for 2 bids and rewarded by a new contract
- Worked on print media (magazines, newspapers, flyers, catalogues, billboards, etc) and set up digital marketing (created websites, mobile apps, social media apps, online ads, e-mailing)
- Directed 5 clients, assisted launch of 2 new communication campaigns, created and wrote contents, and assisted creation of 3 nationals TV spots
- Managed costs, invoicing and accounting
- Researched market data, scanned and analyzed new trends, creative campaigns

ASSISTANT BRAND MANAGER @ OXBOW SURFWEAR

April 2012 - August 2012

- Implemented new position of the brand for Fall/Winter 2013 men and junior clothes collection
- Coordinated procedure for collaboration between design, sales, quality, and marketing department to improve communication and efficiency
- Negotiated with manufacturers from China, India and Mauritius to reduce production and transport costs, enhance quality and managed prototypes production
- Carried out competitive analysis through benchmarking and creating competitive positioning maps

EDUCATION

MAYS BUSINESS SCHOOL @ TEXAS A&M

September 2014 - May 2015

Master of Science in Marketing, Minor: Management (exchange program)

EM STRASBOURG BUSINESS SCHOOL

September 2014 - May 2015

Master in Business and Corporation Strategy

September 2014 - May 2015

Bachelor in Business Studies

BORDEAUX IV UNIVERSITY

2009 - 2011

1st and 2nd years of Bachelor's in Business and Economics