

LOUISE MILLET

• digital marketing/social media •

ABOUT ME

I am a go-getter, trend identifier, and social media enthusiast. I have a strong foundation in the social media field as I have 4+ years of experience, and have served as a coordinator for several different teams in two different countries!

In addition to my professional experience, I manage @TheFrenchBartender on TikTok where we have reached 11.7K in 6 months.

EDUCATION

2013-2017 • California Lutheran University
Bachelors of Arts, Communications with an emphasis in film and television

2015-2016 • Roehampton University (London, UK)
Study abroad program with a focus in journalism

EXPERIENCE

Socialize With Louise | Burbank, CA

Freelance Social Media Manager- Talent

November 2020 - Present

- Created monthly content calendar and social strategy to gain talent 3.2K followers in 3 months.
- Monitored talent account to identify new trends and opportunities to grow and engage with audience.

STX Entertainment | Burbank, CA

Digital Marketing Coordinator

November 2019 - Present

- Oversaw management of various agencies for sustain and home entertainment campaigns
- Assisted in managing content calendar, copy ideation, and scheduling of assets to all social platforms
- Developed and executed the launch of multiple social pages including The Boy 2, My Spy, and The Gentlemen
- Assisted in managing talent-focused social activations such as influencer dinner and screening for The Gentlemen
- Community and day-to-day management for 85+ accounts across all social platforms

Disney EMEA | London, UK

Digital Marketing Coordinator

September 2018 - November 2019

- Managed the creation, scheduling, and delivery of all social evergreen content and social media activations across 15 markets, working closely with a wide range of stakeholders.
- Assisted in managing the EMEA wide Instagram @DisneyLifestyle as well as created content and published IG stories
- Identified opportunities to reach new audiences to grow following with tailored content. Managed the relationship with the creative agency and assisted with developing social strategies in support of key franchise beats.
- Mickey 90/International Friendship Day- Managed and oversaw content shoots and acted as the point of contact within the digital team for multiple stakeholders, including 15 markets, internal departments, 3rd party agencies, and partners.

Walt Disney Television | Burbank, CA

Social Media and Marketing Coordinator

September 2017 - September 2018

- Coordinated creating content for social postings, including copywriting, creating assets, and posting on Disney Channels social pages
- Assisted with talent management such as interviewing, creating, and uploading talent-focused content
- Monitored talent accounts, generating thoughts on how to integrate talent more expansively and efficiently into general promotion plans
- Coordinated the launch of the Disney Channel Original Movie Zombies and the relaunch of the DuckTales franchise.

INTERNSHIPS

Conejo Valley Lifestyle Magazine | Westlake Village, CA

Social Media Intern/ Marketing Sales Assistant

September 2016 - September 2017

Stylehaul | North Hollywood, CA

Digital Talent Intern

February 2016 - June 2016

SKILLS

- Social Media
- Top line understanding of paid media
- Fluent in French
- Copywriting
- Community Management
- Microsoft Programs
- Strategy Planning
- Marketing
- Content Creation
- Adobe Premiere and Photoshop
- General knowledge of native analytics
- Talent Relations