



VIRGINIE ANQUETIL

Marketing digital · Communication · Événementiel

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PROFILE

A marketing and communication professional for four years, I like bringing ideas to life, creating content people actually engage with, and carrying projects from concept through to delivery.

I help companies grow their visibility, brand image and communication, from strategic thinking to hands-on execution. My background combines marketing, communication and field experience in retail, which gives me a full view of the customer journey and of what drives performance.

Creative, organised and naturally people-oriented, I do my best work where collaboration and trust bring out the best ideas.

EXPERIENCE

Sales advisor

SEP 2025 — PRESENT

Groupe THOM — Histoire d'Or & Marc Orian

- Customer advice and support, focused on identifying needs, building loyalty and growing sales
- Daily tracking of commercial performance and KPIs: revenue, average basket, UPT, service and warranty sales
- Contribution to store targets and performance improvement
- Merchandising and product presentation in line with brand identity
- Autonomous store management, operational priorities, opening and closing procedures
- Training and onboarding of new team members

Communication & marketing officer

SEP 2022 — JUN 2024

TH Avocats · Rennes

First dedicated marketing and communication hire, tasked with building the function from the ground up.

- Definition and rollout of the marketing and communication strategy
- Full website rebuild on WordPress
- Search engine optimisation (SEO)
- Website management and content production
- LinkedIn communication management
- Print and digital communication material
- Editorial content, FAQs and press releases
- Contribution to trade shows and event organisation
- Internal communication set-up and company wiki creation
- Performance tracking and results analysis

Marketing & communication consultant — Freelance

APR 2022 — PRESENT

À son compte

- Supporting clients on their marketing and communication projects
- Building communication strategies tailored to their needs
- Content and communication material creation
- Social media management
- Running communication projects end to end
- Client coordination and deliverable follow-up
- Needs analysis and recommendations

MBA, Digital Marketing Expert

SEP 2022 — JUN 2024

MyDigitalSchool · Rennes

- Agile project management (Scrum Master)
- Digital marketing and marketing strategy
- Digital communication
- SEO and UX
- Project leadership

Master’s degree, Digital Law

Aix-Marseille Université

SKILLS

MARKETING

Marketing strategy

Digital marketing

Operational marketing

Content marketing

Acquisition

SEO

SEA

Market analysis

Competitive intelligence

Brand positioning

Performance analysis

KPIs and reporting

PROJECT MANAGEMENT

Project management

Coordination and planning

Priority management

Agile methodology

Scrum

Event organisation

Supplier coordination

Cross-team work

TOOLS

WordPress

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Canva

Figma

Notion

SEMrush

Google Analytics

HubSpot

Trello

Airtable

Zapier

Waalaxy

Microsoft Office

CapCut

LANGUAGES

French — native

English — professional working level (TOEIC 875)

COMMUNICATION

Communication strategy

Digital communication

Internal and external communication

Event communication

Corporate communication

Brand content

Storytelling

Web writing and copywriting

Press relations

Communication material design

DIGITAL

WordPress

Community management

Social media

Google Analytics

SEMrush

Marketing automation

Emailing

INTERESTS

Graphic design

Video production and editing

Reading