



Vincent Vacher

Brand Strategist

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10 rue Nollet, 75017 PARIS
July 15, 1987

Experiences



Brand Strategist, Twitter France

09/2017 - Today

Developing marketing strategies on Twitter for the top french advertisers (in charge of a portfolio of 10 brands) and their creative agencies:

Advocating Twitter to advertisers and agencies with custom storylines

Crafting marketing strategies for brands (Product launch, Brand Awareness, Corporate engagements, etc)

Advising creative agencies to develop creative and effective brand campaigns

Leading Creative Workshops



Associate Brand Strategist, Twitter France

05/2016 - 09/2017

Helping brands and creative agencies building powerful and creative campaigns on Twitter to address their challenges and key objectives:

Inspiring creative agencies

Crafting creative campaigns for brands with custom ideas and tactics

Building creative workshops



Brand Planner, Twitter France

10/2014 - 05/2016

Helping brands and creative agencies crafting creative campaigns on Twitter by taking advantage of ideas and tactics using Twitter's strength and specificities.



Digital Account Executive, Les Gaulois (now Human Seven)

05/2011 - 10/2014

Strategic recommendations, brief writing, client relationship management

Digital projects coordination (implementing and monitoring creation & production)

Creative orientations & technologic recommendations

Planning & budget management

Education

PGE5 referred bac +5 Marketing & communication, IDRAC Lyon

2007 - 2012

BA Hons Marketing & management, Northumbria University

2009 - 2010

Language

French: Native Speaker

English: Fluent (TOIEC 960)

Spanish: Basic

Personal Experiences

Co-Founder, Jaune Fabrique

2018

Co-founded, in charge of marketing of a new IOT brand. Making technology disappear into designed furniture.

Co-Founder, Octaaave

2008 - 2018

Free-lanced in Web Design for 10 years. We designed and built more than 50+ websites.

Passions

Photography

Woodworking

Improvisation theater

Travel