

# Tiphaine Jeannot

x your agency

## Your next junior strategic planner

What I love most in life is coming up with ideas, ideas that solve problems, tell stories, and, above all, resonate with people. That's why I'm passionate about **strategic planning**. Over the years, I've sharpened my skills, won competitions, and proven my talent. Passionate and **Available starting in September**, I'm now ready to join an agency I admire!

### Education

Maybe i love competition, Big up to ISCOM, best com school <3

Master's in Strategic Planning and Innovation Marketing – ISCOM, France | 2023-2025

- M2 : 2 contest won (1 innovation project, 1 Ouigo campaign)
- M1 : 1 awarded national hackathon project, higher grade on 2 other contests, [Valedictorian] 16.09/20

Bachelor's in Event Management – IDAIC, France | 2022-2023 [Valedictorian] 16.79/20

BTS in Managerial Support – ESA, France | 2020-2022 [Valedictorian] 16.54/20

Bachelor's in Psychology (1st year) – Faculty of Psychology, France | 2017-2018

### Experience

Advertising giant, power of the lion.

**PUBLICIS FR | 2024-2025 - COMMUNICATION & EVENTS ASSISTANT** - Apprenticeship

- Created and managed content for the career website and job boards
- Managed the HappyTrainees 2026 certification campaign
- Revamped campus event formats and proposed a community engagement strategy
- Organized onboarding events for ~150–200 new campus hires
- Designed, facilitated, and coordinated personal branding workshops (~20–30 people)
- Led the coordination of partnership events with top academic institutions

**THALES GTS | 2024 (6mo) - MARKETING & COMMUNICATION ASSISTANT** - Intern

- Rebranding and update of client references and communication materials in preparation for InnoTrans 2024 and the merger with Hitachi
- Promotion of the product portfolio (B2B showcase, communication materials)
- Data analysis for the annual internal convention (9,455 participants)
- Video production, press release drafting, intranet content management

I worked hard, but trains are still late :)

**SNCF RÉSEAU | 2020-2023 - COMMUNICATION & MANAGEMENT ASSISTANT** - Apprenticeship

- Created internal newsletters and activity reports: conducted interviews, collected data, wrote articles, designed layouts, and managed distribution (500 recipients)
- Provided event coverage and field reporting (photography, interviews, video production)
- Designed visual content and animations for internal digital displays
- Built, maintained, and monitored SharePoint sites, including KPI tracking for 200+ users
- Organized and facilitated co-development workshops

**TWITCH | 2018-2020 - CONTENT CREATOR (STREAMER)** - Entrepreneurship

- Managed and hosted a Twitch channel, moderation team leadership (5 members)
- Built a brand identity across social media platforms (YouTube, Discord, and X)
- Collaborated with an e-commerce partner for sponsorship and promotional activities

### Other projects

**"BLACKMINTON" | VOLUNTEER | 2023**

- Created and organized the first edition of a glow-in-the-dark badminton event
- Managed registrations (83 players + 20 visitors), partnerships, PR, com and logistics
- Achieved a 4.7/5 participant satisfaction rating.

**"UNIS VERT MARBOURG" | PROJECT GRANT | 2021**

- Launched a Franco-German ecological project in collaboration with the City of Poitiers
- Oversaw project planning, logistics, budget management, press relations, promotion, and partnership development

### CONTACT

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### VOLUNTEER & PERSONAL PROJECTS

Mlle Pitch award 2025

LLB | Volunteer | 2023

Branding, communications and consulting (website & competitive benchmark)

### HARDSKILLS

French (native)  
English (pro writing/oral)  
Benchmarking  
Trends monitoring  
Competitive analysis  
Project management  
Data analysis  
KPI Tracking  
Branding  
Content creation  
Article writing

### SOFTWARES

Microsoft 365 (Excel, Word, Ppt)  
Google analytics, Meta Business  
Adobe (Id, Ai, PS, PR)  
SimilarWeb, Mention, Feedly  
Trello, Asana

### INTERESTS

🧠 Learn and try new stuff  
💻 Video games / New tech  
🎲 Medieval fantastic RP

