

JULIEN IMPERATRICE



▼ PROFILE

Senior Marketing Manager
Creative Services Team leader
Operationnal Excellence & scalability
High-end Project Management
Large scale campaign planning
Alignment Driver, thriving in fast-paced & international environments

▼ CONTACT

✉ julien.imperatrice@gmail.com
☎ +33 6 16 27 95 45
🌐 www.julienimperatrice.com

▼ EDUCATION



INSEAD
Leading in a transforming world
2020-2019



ESCP EUROPE
MASTER 2 (Grande École)
Strategy and Management
2001 - 2004 (Paris)



ICADE - UPCO
Bachelor in International
Management
1999 - 2001 (Madrid)

▼ SKILLS

- + Creative Production Expert
- + Video Production & Digital
- + Budget Supervision & sign off
- + Delivery & Project Management
- + Team & Resource Management
- + Workflow and asset management
- + Scheduling and Planning
- + Entrepreneur

▼ AWARDS (15)

NISSAN: Crystal, Grand Prix Stratégie, Eurobest et Top Com
UNILEVER: Top Com
MICROSOFT: Top Com, Grand Prix du BBrand Cotnent
LA BANQUE POSTALE: Top Com

▼ LANGUAGES

English - Bilingual
Spanish - Bilingual
German - Beginner
French - Native

▼ WORK EXPERIENCE

Currently
Sep 2020

MARKETING CAMPAIGN OPERATIONS LEAD, FRANCE NETFLIX - Paris

Single MARCOMS point of contact for end-to-end internal project management having an holistic overview of an entire title campaign including: planning, tracking, global cross functional coordination & facilitation of delivery. Managing campaign asset planification, production & trafficking, cross-functional communications and workflows, Ensuring high quality creative execution & scalability across the world (on & off service).

nov 2019
nov 2017

HEAD OF CREATIVE PRODUCTION DISCOVERY - EUROSPOORT - Paris

Supervised operations, managed the production and planning of 5 creative departments: creative & editorial, digital, linear, post-production and advertising. Managed 5 Resource Managers, 40 producers, 60 Editors, 25 Graphists and a pool of circa 300 freelance. Transformed & lead creative operations & implemented processes and tools. Overseed the anual staffing plan and production expenses of the company (circa 20M a year)

oct 2017
oct 2014

LEAD CREATIVE RESSOURCE MANAGER DIGITASLBI (PUBLICIS GROUP) - Paris

Managing with the Executive Creative Director: 5 Creative Directors, 20 Art Directors, 30 graphists, 15 UX and 5 motion designers. Delivered of over 50 M€ creative projects a year. Managed the planning of Nissan Europe Creative Campaigns (a department of 70 people). Campaigns; Platform, Print, Social Activation, Brand Content, Social, OOH Special Ops, Display and platforms

sep 2014
jul 2012

HEAD OF CROSSMEDIA PRODUCTION IPG MEDIABRANDS - (Interpublic Group) - Paris

Dedicated to produce digital & media campaigns for Microsoft, Christofe, Martini, La Maif. Launched the Surface Pro tablet 1,2 and 3, including partnerships with Lemonde, NRJ, TF1 and Daily Motion Supervised a creative studio and tutored two project managers Campaigns: ATL, DOOH, Digital, Display, Special Ops, Print., Budgets from 100K to 2M€

july 2012
jan 2012

LEAD CREATIVE PRODUCER SPLENDENS FACTORY (QUAD) - Paris

Provided creative production and strategic consultancy for marketing directors and advertising agencies for clients such as Google, Toyota, Motorola, Numéricable et L'Oréal
Activities: Brand Content, CrossMedia, Digital and Event

dec 2011
jan 2009

COMMUNICATION & MARKETING MANAGER BIOFABRICA SIGLO XXI - Montréal - Mexico City

Biofabrica Siglo XXI is a biotech company selling Biofertilizers in America. Managed the production of Marketing assests, corporate website, blog and promotional. Promoted the firm's strategic development with the Gov. of Mexico in the Canadian market. Lead the prospection of new markets in North and Central America.

jan 2009
jul 2008

ACCOUNT MANAGER OSL MARKETING - Montréal

Supervised national marketing campaigns for Mastercard and the National Bank of Canada. Production of Prints, Websites, Mass Email campaigns and grassroot promotions

apr 2008
apr 2006

ACCOUNT MANAGER COSSETTE - Montréal

Supervised narional marketing campaigns for Bell Canada and General Motors. Production of key events: Montreal Jazz Festival, Festival d'été du Quebec and the Toronto Home Show.

apr 2006
oct 2004

CEO & FOUNDER WEBLASTOUT - Montréal

Creation of a digital music label dedicated to promote electronic music artists. Organization of events in the Society of Arts and Technology. Collaboration with the Opéra of Montreal and Festival Du Nouveau Cinema.