

Alexis Benoit

Marketing Consultant

Portfolio

<https://alexisbenoit.com/>

Contact

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Education

King's Business School

2020 - 2021

MSc International Marketing

Dissertation: ESG Market's Impact on Financial Performance: An Event Study Analysing the Effect of Alphabet's ESG Campaigns on Stock Performance

Sotheby's Institute of Art

2016 - 2017

MA Art Business

Programme dedicated to the art market, its major players, financial influence & marketing strategies

Colgate University

2012 - 2016

BA Liberal Arts

Majors: Art History and French; Including a year abroad studying Art History in Aix-en-Provence, FR

Professional skills

Tools

Microsoft Word / Microsoft Excel / Microsoft PowerPoint / Bloomberg Terminals / Canva / Microsoft Teams / IBM SPSS / Google Analytics / Mail Chimp / Hootsuite / Square Space / Salesforce

Professional skills

Multi-channel campaign management / Stakeholder engagement / Brand management / Media management / Website maintenance / Event planning / Email campaign management / Social media content + strategy / CRM management / Editing / Proofreading

Languages

English (Native/fluent)

French (Intermediate)

Summary

I am a marketing professional with 4 years client-facing experience. In 2022, I made the exciting move from the cultural sector into healthcare, with a deep interest in innovative marketing strategy and ground-breaking products supporting the healthcare sector.

Professional experience

Account Manager, Advertising Team, Real Chemistry

April 2022 – Present

I sit on the Novo Nordisk and Incyte accounts, managing £2.5 million combined budgets centred around various phases of the marketing cycle: product portfolio positioning development, pre-launch awareness campaigns, and multi-market launch strategies for ground-breaking prescription products.

Novo Nordisk

- Managing a core team of 5 along with creative team to develop and test positioning and messaging statements and collaborating on all final reports to client
- Aligning with the core marketing research team while performing an international qualitative and quantitative research in 6 markets
- Owning the full financial health for the account: drafting and sharing invoices, establishing staff plans, managing employee hours, and performing weekly burn reports

Incyte Corporation

- Lead workstreams for a pre-launch disease awareness campaign covering 5 markets, including website creation, email campaigns, digital banner adverts and KOL videos
- Served as key team member to create the full-suite launch campaign including brand guidelines, HCP & patient brochures, digital and print adverts, sales representative training guides, and CVA
- Expanded the current email campaign strategy based on metric reports and results to improve CTR

Marketing & Communications Trustee, St Albans Museums Trust

January 2022 – Present

I sit on the Board of Trustees for an arts-based charity that supports the cultural centres and museums in St Albans. This role allows me to invest time in the arts, while shaping the Trust's future brand and growth goals.

Senior Account Executive, Art Brand Communications

July 2019 – August 2020

I was an integral member of the boutique public relations and communications agency focusing on the art and cultural sector. Our clients included leading contemporary artists, arts charities, and galleries.

- Engaged in media relations for several campaigns, with tasks including rapid press release writing, media kit creation, pitching to journalists and media monitoring.
- Lead the Ship of Tolerance media campaign which witnessed 8 million viewers on the ITV News special & features the Times, BBC Online, The Telegraph and Metro – all with an end advertising value of £170,000.
- Created client portfolios to share with potential media partners as well as facilitated initial contact, pitching and discussions

Strategic Brand & Communications Consultant, Alexis Benoit Ltd.

October 2018 – July 2019

My first role in Berlin witnessed the start of my own freelance business. I centred my branding and communications work around the prosperous contemporary artist scene in the city. While my job for each was the same, to create a wholistic "artist brand", my work for each varied on what they required.

- Established targeted branding solutions along brand touchpoints: website redesigns, social media management, email and newsletter development, and customer relationship management systems
- Executed all communications material from their studios for all upcoming shows and exhibitions.

Marketing and Communications Intern, Studio of Nicola Green

January 2018 – December 2018

My time in Nicola Green's studio was my entry point into marketing. I sat on a small team which included one graphic designer, whom I got the chance to work closely with to reimagine the contemporary British's artist's digital brand.

- Strategised and executed a total digital rebrand through website redesign, updated social media strategy, and CRM system creation.
- Secured a print feature in the *Sunday Times Magazine*, television interview on *BBC World News*, and listings in major London news publications for her exhibition and book launch of "Encounters: The Art of Interfaith Dialogue".