

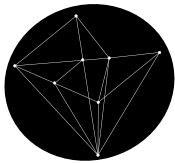
Florence Meuleman

In english

Enthusiastic marketer and public relations professional dedicated to improve communications for clients.

Exhibits strategic knowledge and judgement. Enjoys working in fast-paced environments and has skills in problem solving. Works independently with a highly productive approach. Extremely organized person who takes pride in her work.

As an independent Digital marketing and Communication consultant, my main goal is to guide my clients in creating a strong online presence by designing an efficient day-by-day digital plan and managing the right resources for it.



Personal information

I'm based near Lille, France.

4 rue des poilus, Appt 1, Résidence Belvédère, 59223 Roncq, France.

+33 646 917 572 / booking@moicflo.com

Mum, 15 years old child and single

Very movable

Areas of expertise & Qualities

Passionate and engaged by staying abreast of all social media developments.

Rutined of Adobe Creative Suite.

Joomla Templates & Wordpress Themes standard.

Strong communicator with good writing and editing skills.

Driven by the challenge of orchestrating an event.

FACEBOOK

moicflo

+ moicflo.so

INSTAGRAM

TUMBLR

TWITTER

WEBSITE

moicflo.com

lescharadeselectroniques.com

Marketing, Media and Public Relations

Project and brand Management, Strategic Planning

Social Media Marketing, Integrated, Marketing

Communications, Multimedia design

Music publishing, live music, digital assets, licencing and relationships

Relationship, Management, Spokesperson training

Work Experience & Employment
Education, Extra-curricular activities & Interests
Media Kit

For over twenty years now, I have been creating, developing and managing projects and teams for medium and large companies, using the latest marketing tools and material that will maintain or enhance the public image of the client.

I often find myself in the front line as a founder, creator and designer of life success moments.

Work Experience & Employment

2013 > current

Founder & C.I.O.

Release : TUMBLR - PROJECTS
FB - LES CHARADES ELECTRONIQUES

moiCflo-LA BOITE - France

Offering print and digital marketing strategies and communication contents for brand management, including :

- Online engagement through various social media platforms, blogs and website content
- Media relations and media analysis to demonstrate overall media perception of brands
- Interactive design + Art direction with creative, photo, video and web teams, advertising, email marketing, web site management and content development, press releases, project writing, videos...

2006 > 2013

**Communication &
Marketing Manager**

www.nortia.fr
www.haasgestion.com
www.nortiainvest.fr

NORTIA, HAAS GESTION & NORTIA INVEST (SAS)

Roubaix / Paris - France

From Start-up to High-positioned companies in Life insurance and Money Market

Launched new corporate identity group (3 companies) by designing collateral materials, establishing complementary financial seminars to clients and strengthening the Managing Partner's role as a financial advisor, resulting in an increase in new clients for the firm and cross marketing of financial services. Team Manager with Communication and Media Press officers, Webdesigner and designer, working in conjunction with the Commercial and IT Services department. Management committee member.

2001 > 2006

**Commercial & Marketing
Officer - Communication
Manager**

COUSIN FILTERIE SAS - France / AMANN Group - Germany

Coordinate, motivate and federate a 250 people Textile industry on Automotive and luxe clothing markets, with systems and processes required for ISO/TS16949:2009 controls.

Excellent relationship with german team, clients and commercial sales representative.

1996 > 2001

**Administrative &
commercial assistant**

TONER EXPRESS - Bondues / SCA HYGIENE PRODUCTS -Linselles

VANEM NOVY - Halluin / AVD - Roubaix / FRIMPEX SA & MERSCH SAS (Germany)

Maintaining day to day financial, accounting, administrative and commercial services in order to meet requirements and support service operations under the supervision of the Chief services.

**Education, Extra-curricular activities & Interests
Media Kit**

Education

From school to Un-schooling trends.

2015

MMF Training,
Artist/Producer/Management Business Model – United Kingdom

2006

Bachelor of Communication – France

2004

Leadership & Communication training - Dale Carnegie (USA) - France

1996

Bachelor of Accounting and Management - France

2002 > 2010

English language trainings – France

Extra-curricular activities & Interests

Active Europe and International traveller with art and music cultures interest.
Volunteer, Team member and Individual organizing fundraising activities in Art,
music and culture.

CURRENT

[facebook.com/
lescharadeselectroniques](https://facebook.com/lescharadeselectroniques)

Programmer, Event planner
and Community manager

Founder - LES CHARADES ELECTRONIQUES

Europe Digital project. I support electronic and experimental bands through
public relations campaigns with research, news releases, event planning and
other projects, wherever and whenever the conditions became successful for
each other.

« KHMERWAY », « KRÉOL », « ET PUIS QUOI ENCORE ! »
+ le projet « ANCIENNE ÉGLISE SAINT LOUIS »

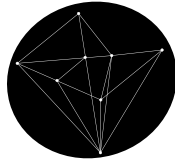
Nonprofit organizations, Communication consultant and Event planner.

Healthy and organic food, eating and consuming

FOUNDER - ON SE TIENT AU JUS

Community manager - Catering services

Media Kit



moiCflo
Florence Meuleman

January 2016

Review
La Cave Aux Poètes Magazine
Online and Print edition
(french content)

A place where players of the actual music scene, professional and amateur alike, can interact and share their views on the local industry.

Romain from the Communication Team, takes a view on the project after a nice interview on January 2016.

July 2016

Lettre d'information
Florence, et ses Charades
(french content)

Email Campaign moiCflo
A Year Has Passed Since Les Charades Electroniques first live performance.
Marketing Campaign to present a year of live concerts, artists and releases.
Charades Electroniques 2.0 on the go !

Current

PITCH MARKETING
Les Charades Electroniques

Electronic music to tickle your brain!
They are no Strangers at our parties.
Only friends you haven't met Yet.

Music can orchestrate a piece of life or just a state of mind. It develops empathy or help to write a story. It is excellent to think about yourself. Listen, enjoy, share, buy, live and love music.

DIGITAL MARKETING
GIF DESIGN
& PRINT EDITION
Les Charades Electroniques