

Florence Meuleman-Griffin

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 in Lantana, South Florida, US.

+1 561 480-9450

booking@moicflo.com / florence@ecunderground.com / moicflo@gmail.com

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 events.

@ moicflo
BEHANCE
THE DOTS
ETSY
PINTERESTE
TUMBLR
INSTAGRAM
FACEBOOK
TWITTER
YOUTUBE
SOUNDCLOUD

...

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**

For over twenty years now, I have been creating, developing and managing projects and teams for independents and 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

2021 > current

RESET NETWORKS (India)

Artists and Repertoire - Seeking out new talent - Overseeing the entire recording process - Helping with promotion and music marketing of the new artist. Advising on music marketing tools / strategies and offering constructive creative input.

2013 > current

moiCflo - East Coast Underground (South Florida, USA)

Founder & C.I.O.

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

www.moiCFlo.com
www.ecunderground.com

- Online engagement through various social media platforms, blogs and website content
- Media relations and media analysis to demonstrate overall media perception
- 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

NORTIA, HAAS GESTION & NORTIA INVEST (SAS)

Roubaix / Paris - France

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

Communication & Marketing
Manager

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

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

COUSIN FILTERIE SAS (France) / AMANN Group (Germany)

Commercial & Marketing Officer -
Communication Manager

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

Education

From school to Un-schooling trends.

2023	AFEM - Working Group Call
2021	Pure Arts Group - Workshops
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.

CURRENTS

Programmer, Event planner
and Community manager

2022 - Member of AFEM - Association For Electronic Music (Remote)
2021 - Pure Arts Group - World renowned for professional artist support (Remote)
2017 to 2020 - Digital Booster - IDM NEWS (Remote)
Since 2015 - Founder - LES CHARADES ELECTRONIQUES (Lille/Miami)

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