

Tiphaine Jeannot

x your agency

Your next junior strategic planner

What I love most is coming up with ideas—ideas that solve problems, tell stories, and, above all, resonate with people. That's what draws me to **strategic planning**. Over time, I've honed my skills, won competitions, and confirmed my talent. Now, I'm eager to bring my passion to an agency I admire. **Available from September!**

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 FRANCE | 2024-2025 - COMMUNICATIONS & EVENT COORDINATOR - Apprenticeship

- Managing the career site content and job board articles.
- Oversaw the HappyTrainees 2025 certification campaign.
- Rebranded Campus events (identity, tone, content, mailing), and new campus strategy.
- Organized Campus onboarding sessions for 150-200 people (logistic, speakers, and materials).
- Craft and Led personal branding workshops (for 20-30 students), provided CV coaching.
- Coordinated school partnership events (ex : Sciences Po)
- Developed email communication templates using the CRM & ATS (ICIMS).

THALES GTS | 2024 (6mo) - COMMUNICATIONS & MARKETING ASSISTANT - Internship

- Rebranding and updating of communication materials for customer references for Innotrans 2024 and the merger with Hitachi (database, brochures, presentation).
- Promoting the product portfolio with Product managers (template, brochures, presentation, intranet pages, B2B showcase site).
- Analysis of annual internal convention =9455 participants (satisfaction and attendance rate);
- Contribution to video production (brief, scenario and storyboard) and press release; intranet animation (writing of articles, creation of themed subsites).

SNCF RÉSEAU | 2020-2023

I worked hard, but trains are still late :)

COMMUNICATIONS ASSISTANT - Apprenticeship

- Created internal newsletters and the 2022 activity report: Conducted interviews, data collection, article writing, layout design, and distribution (500 employees).
- Covered events (award ceremonies, inter-company challenges).
- Field reporting: Photography, interviews, video production (filming and editing).
- Designed visuals and animations for company screens.

MANAGER ASSISTANT - Apprenticeship

- Designed, created, and managed SharePoint sites, along with KPI tracking (200 employees).
- Organized and led co-development sessions.

TWITCH | 2018-2020 - MULTIMEDIA CONTENT CREATOR - Self employed

- Channel management and animation, management of a moderation team (5 people).
- Branding creation and establishment of a consistent brand presence on social media, (YouTube, Discord, and Twitter).
- Partnership with an e-commerce site for computer hardware.

Other projects





"BLACKMINTON" | VOLUNTEER | 2023

- Creator and organizer of the first edition of a badminton event.
- Managed registrations (maximum capacity reached: 83 participants, 20 visitors), partnerships, press relations, promotion, and part of the logistics.
- The event was successful, with a participant satisfaction rate of 4.7/5.

"UNIS VERT MARBOURG" | PROJECT GRANT | 2021

- Creator of a Franco-German ecological initiative in collaboration with the city of Poitiers
- Oversaw project management, logistics, budget, press relations, promotion, and partnerships.

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↑ click here to know more

VOLUNTEER & PERSONAL PROJECTS

Mlle Pitch award 2025

Womens forum | Volunteer | 2024

LLB | Volunteer | 2023

Branding, communications and consulting (website & competitive benchmark)

DA Freelance | 2022-2024

Branding & illustrations for small businesses and individuals

HARDSKILLS

French (native)

English (pro writing/oral)

Benchmarking

Trends monitoring

Competitive analysis

Project management

Data analysis

KPI Tracking

Branding

Content creation

Article writing

HTML, CSS

SOFTWARES

Microsoft 365 (Excel, Word, Ppt)

Google analytics, Meta Business




Adobe Creative Cloud (Id, Ai, PS, PR)

SimilarWeb, Mention, Feedly

Trello, Asana

Wordpress, Github

INTERESTS

-  Learn and try new stuff
-  Video games / New tech
-  Medieval fantastic RP

