

Andrew Chilton

International Marketing &
Communications Manager/Copywriter



Bilingual, creative and dynamic marketing & communication manager/copywriter with 25+ years of experience in European SMEs and multinationals and a strong technology focus.

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Marcoms/PR

Omni channel content creation: concept development, copywriting and SEO analysis
Development/implementation of communication campaigns in English/French
Design: graphics in in-design/photoshop for marcoms & online content
Optimization of online activity (SEO)
International event management
Management of press relations campaigns
Internal communication

Business Development

Prospection activity for new clients/markets
Development of targeted databases
Lead generation
Targeted web 2.0/direct marketing activity/SEM to generate new business

Marketing Strategy

Implementation of marketing audits
Creation of strategic marketing/communication plans
Identification and development of marketing messages
Positioning/segmentation of products/companies via benchmarking studies/internal audits

Brand management

Campaign/activity analysis and report writing

Project/Brand Management

Development of briefs/time plans/project-related documentation
Management of budgets/project plans
Supplier management (designers, developers, communications agencies, translators etc.)
Ensuring homogeneity of communications across all channels

Experience (France) [CLICK HERE FOR ONLINE CV](#)

BeFC (Startup): December 2023 onwards (developer of a paper-based biofuel cell) 45 employees

- Omni channel content creation: Concept development, copywriting, design (photoshop/InDesign, agency management, photography (inc. lightroom))
- Community management (LinkedIn, Instagram, Twitter)
- Strategy: development of mid to long term communication plans
- SEO: Search Engine Optimization analysis and SEO copywriting
- Event management: development of marketing tools and organization of events
- Internal Communications: development and implementation of a monthly newsletter (including all copywriting, design and photography)

BioLogic SAS-Grenoble: September 2018 - November 2022: Communication Manager - Designer and manufacture of measuring instruments for the scientific/industrial world. 150 employees, turnover=35m€.

- Content creation & management (including copywriting/design):
- Web: Management of the website including SEO analysis and optimization (in collaboration with webmaster)
- Management, planning and editing of a scientific/industrial blog (65% increase in page views in three years)
- Event management: Communication support and promotion of external events
- Campaign management: Development of creative concepts/copy for multiple channels (advertising, direct marketing, community management, SEA, webmail campaigns (Newsletter grew exponentially from: 490 to 5000 clicks in three years).
- Metrics: Analysis of communication activity (web campaigns) and implementation of corrective measures/future improvements (feedback loop)

Big Mountain-Grenoble: January 2017- September 2018: Communication Agency Director (auto-entrepreneur) - agency focused on marketing, and in particular English copywriting

CEA-Liten-Grenoble: December 2013-December 2015: Communications Manager (management of a team of three people) Public research institute, 1400 employees, turnover=170m€

- Development and implementation of the corporate communications plan
- Writing briefs/project plans and management of bilingual communications campaigns both in-house and in collaboration with external suppliers
- Development of the institute's website (including copywriting and site build on Microsoft SharePoint)
- Content creation: concept development, copywriting, project management
- Development of communication/marketing tools to stimulate domestic/international growth (web, targeted events, marcoms, press activity, multimedia, image library)
- Planning/implementation of stakeholder communications activity (annual reports, annual general meetings)

Floralis-Grenoble: March 2008-November 2013, Communications Manager/Communications Director (Management of a team of 8 people) Technology Transfer company, 125 employees, Turnover=10m€

- Creation and management of the marketing & communication and business development department.
- Winner of the "Les Trophées de la Communication 2012, Meilleur site » For a [Rheology based business unit](#).
- Business development: design and implementation of a model comprising e-marketing/web 2.0/SEM/press relations activity to promote Business Units to niche markets.
- Management of the Smartox (peptide toxins) Business Unit team. The start-up was launched with a solid PR campaign including press/trade press and TV ([France 3 news](#))
- Strategy/planning: implementation and analysis of market research/bench marketing activity in order to better understand the marketing environment and plan future activity
- Public relations activity: Wrote and managed the dossier for the European Business Awards application (Floralis stood alongside Airbus, Auchan and Thales as a joint [winner](#) of the award).
- Commissioned to write a five page academic article on the Floralis Business Unit model for the [international journal](#) LES.

Software/tools

Microsoft Office, Mailchimp, SurveyMonkey, Sharepoint, Google Analytics, Google Adwords, CMS (Joomla, Drupal, Wordpress), Google Console., Photoshop, Lightroom, Indesign

Other

I am passionate about sports and in particular skiing (cross country and downhill), mountain biking, road biking, rugby, swimming, running and triathlons. I have run two marathons and participated in several sponsored events raising over 20K€ for the charities involved. I am a keen photographer and play the guitar.

Experience (UK)

Avenir Telecom UK – London. September 2003 – June 2006: Head of Marketing (Management of a team of 5 people) British subsidiary of Avenir Telecom France (Turnover 500M€/market cap. 300€m/1900 employees)

- Management of all online/offline communications, agency management, copywriting, management of press relations activity
- Positioning and promotion of Avenir Telecom as a distributor of mobile phone accessories.
- Development of new revenue streams via this new product marketing channel
Partnership marketing: Liaison with networks in order to negotiate budget for new marketing activity.
- Planning/implementation of these projects in order to drive uptake of products/revenue

Orange UK/Telecommunications network, Channel Marketing Department – London. January 2000 – February 2003. Turnover 45.5MM€ with France Telecom / Market cap 33 442 M€/170 K pers. Direct marketing executive: Brand Marketing department (January 2000- October 2000)

- Responsible for managing all communications within dealer/distributor channels
- Key point of contact with Orange brand architects to ensure marcoms remain “on-brand” and “on-message”
- Project management responsibilities (development of a process to filter leads generated by brand advertising). The process resulted in annual savings of £300K P.A

British Technology Group – The City (Technology Transfer: life sciences/healthcare/engineering), London. January 1998 – November 1999: (CA 98.5m€/Market Cap 836m€/ 150 employees) Communications Executive

- Responsible for developing a range of marketing communications to suit both European & North American markets
- Development of “Catalyst, a newsletter aimed at clearly communicating the remit and value of BTG and its projects to financial/technology analysts (the newsletter was cited in the Financial Times and deemed by senior management to influence share price)
- Management, and editorial responsibilities for the company’s website, trade fairs and public relations events

ICD Marketing Services - London (List supplier December 1993 – December 1997: Copywriter

TRAINING/EDUCATION

1980 – 1987 GCE 'A' levels

English Literature, French

1987 – 1992: BA Hons

II,II, English/French, University of Huddersfield. English assistant in a french Lycée/collège

1992 onwards

Professional Diploma in Marketing (C.I.M - Chartered Institute of Marketing)
Internal training course: Management Orange (one-week residential course). Web 2.0, Press relations,

Photoshop

InDesign

360° Management evaluation

SharePoint training course.

SEO copywriting

Google analytics