



Lorédana

LUDOT 

Social Media & Digital
Communications Manager

+33 7 70 01 98 62

loredana.ludot@hotmail.com

Bruxelles

LANGUAGE

French *Native*

English *Fluent / Professional
proficiency*

Spanish *Intermediate*

Motivated to learn Dutch.

SOFT SKILLS

- Creative & Analytical Thinking
- Stakeholder Management
- Collaborative Teamwork
- Adaptability & Organization
- Intercultural Awareness
- Complex Topic Storytelling

INTERESTS

- Travel in +30 countries
- Wildlife conservation volunteering
(Costa Rica, Namibia)
- Dance (17 years), fitness
- Wildlife Conservation, biodiversity
- Energy transition, Nature Conservation

ABOUT

Digital Communications & Social Media Manager with 8+ years of international experience in content strategy, multichannel campaigns and multimedia production. Skilled at translating complex topics into engaging stories, collaborating with diverse stakeholders across 30+ countries and supporting impactful communication initiatives focused on sustainability and the green transition.

EXPERIENCE

Digital Communication & Social Media Manager

Omexom – VINCI Energies | Paris | 2022–2026

- Coordinated digital communications and social media strategy across 30+ countries on energy and infrastructure topics.
- Turned complex topics into engaging content through multichannel strategies and 360° campaigns.
- Produced videos, interviews and event content for international audiences.
- Collaborated with international teams and technical experts to amplify communications and track performance.

Digital Content, Strategy & Training Specialist

Réseau Entreprendre | Paris | 2021–2022

Digital Communications Specialist – Public Affairs, Communication & CSR

Coca-Cola Europacific Partners | Paris | 2019–2020

Digital Project Coordinator

Accenture | Paris | 2018–2019

Digital Account Assistant (Advertising Agency) – Kia Motors France account

INNOCEAN Worldwide France | Paris | 2017–2018

EXPERTISE

- **Social Media & Digital Strategy**
- **Content Production**
(video, interviews, events)
- **Stakeholder Engagement**
LinkedIn training for employees and executive teams
- **360° Campaign Management**
- **Analytics & Reporting**
(Google Analytics, KPIs)

- **Creative Tools**
PlayPlay, CapCut, Adobe Suite
- **Paid & Organic Platforms**
LinkedIn Campaign Manager, Meta Suite, Google Ads
- **Web & CMS**
Microsoft 365, WordPress
- **AI Tools**
Google AI Essentials Certification

EDUCATION

Master's Degree, Manager of Communication & Digital Strategy

INSEEC Sup Career, Paris | 2018 – 2020

Bachelor's Degree, International Business Development & Sales

PPA Business School, France | 2015 – 2018