

Flavien TAQUET

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French  
English

## PROFILE

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Manager with a strong experience in Communications and Advertising. Expertise in media planning, buying advertising space and sustainable development. Extensive background in coordinating teams, ability to manage multiple projects simultaneously. Exceptional capacity to adapt, outstanding relationship building skills and power of negotiation.

## SUMMARY

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### **ADVERTISING & MEDIA:** media plan and recommendations :

- Prepare and maintain accurate budget reports and media flowcharts,
  - Establish professional and productive working relationships with clients and internal agency departments
  - Solicit and evaluate media proposals (print, online, OOH, and non-traditional media)
  - Negotiate and verify media packages
  - Optimize the advertising sites
- Benchmark and analyse the investments advertising of markets

**SUSTAINABLE DEVELOPMENT & COMMUNICATION** : Founder and coordinator of Value Creators  
[www.createursdevaleurs.com](http://www.createursdevaleurs.com)

## WORK EXPERIENCE

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### **KR Media (WPP Group) – Account Manager Luxury**

2007-2009

- **Market Analysis:** Expertise in conducting studies about Luxury competition.
- **Strategy and media planning:** Consulting and media buying advertising space group LVMH notably Givenchy Couture, Zenith Watches, Berluti, Veuve Clicquot, Mercier + Oenobiol Group.
- **Portfolio Management:** Responsible for managing a budget of over \$ 20 million.

**Extra Other Achievements:** Development and implementation of a sustainable development policy in KR Media (awareness of the internal eco-gestures, development of a responsible purchasing policy).

### **KR Media (WPP Group) – Junior Media planner (Dior Perfumes)**

2004-2007

- **Monitoring media space:** Ad hoc studies, monitoring media space Dior Perfumes.
- **Special Analysis:** specific evaluation of the media buying of luxury brands in press.
- **Media Assistant:** media planning Dior Perfumes

### **Carat (Aegis Media) – Media Buyer (3 months)**

- **Monitoring buying strategies:** Kronenbourg's beers
- **Media Negotiation:** negotiating with media sales companies to obtain the best rates and most appropriate media spaces print advertising.

### **Prime Time – Media planner assistant (6 months)**

### **Internship**

- **Australie Agency** : Media Expert Assistant
- **Euro RSCG & Cie (Havas group)**: Project Manager
- **EDF**: Communication Department

## EDUCATION

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<b>Specialized Graduate Diploma (D.E.S.S.) – Management &amp; Sustainable Development</b> HEC Montréal – GPA: 4,12/4,3 (96%). - With Great Distinction citation	2008-2009
<b>Master in Communication (jurys congratulations)</b> Superior Institute of Communication - Paris	2004
<b>Diploma in Business Administration (D.U.T.)</b> Business & Sales – Quimper (France)	2002

## ACTIVITIES

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**Founder and coordinator Value Creators project:** Project manager of the sustainable development film making (10 leaders interviews of sustainable development in Quebec). 30 Students Management from HEC, coordinator of the conception, production, filming and distribution of video capsules. Responsible for \$ 12 000 - [www.createursdevaleurs.com](http://www.createursdevaleurs.com)

**Member of the Board of Directors of Specialized Graduate Diploma (D.E.S.S)**  
HEC Montréal – 2008/2009

**Voluntary active member of Green Drinks Paris network** (Green Drinks network, present in many countries, ensures the organization of a monthly meeting in Paris bringing together the leaders in sustainable development and the social economy).

**Lecturer in undergraduate courses, B.A.A. «Information & Communication»**  
West Catholic University - France

## AWARDS FOR “CRÉATEURS DE VALEURS”

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- Excellence price HEC 2009 « *Créateurs de Valeurs* » project
- Education grant « Special Project » - 1 000\$ (2009)
- Commodity Exchange Leadership funds - 3 750\$ (2008)

## OTHER

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**Computer Skills:** MS Office 2007,

**Media software:** Ad Express, MediaExplorer, TGI, Creative Explorer, Ad Sales, Micro Marché, Adnet Track, Pressbuy, Pop Corn.

**Interests:** Responsible Communication, Sustainable Media, Communication, Social Media

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### REPEAT (PRIME TIME)

Mr. Philippe BONNEL

#### CEO

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### HEC MONTREAL

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### KR MEDIA

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