

# GUILLAUME LADVIE

## DIGITAL STORYTELLING



### Work Experience

- 2013 - Présent **Digital Storytelling**  
*Freelancer, Paris*
- Editorial Content - Brand Content - Content Strategy
  - Experience Design - Project management - Community Mangement
  - Prospective - Design Fiction
- Clients: ARTE, Le Monde, Usbek&Rica, Spintank, TBWA, Uber, Accenture, Cap Digital, Fabernovel, SNCF, Suez Environnement, SFR, France Télévisions, Canal+, Allary Editions, Besix, Zeiss...
- 2018 - Présent **Strategist**  
*Atelier Irradié, Paris*
- Strategic Planning
  - Copywriting
- 2017 - Présent **Lecturer**  
*CELSA - La Sorbonne, Paris*
- Creative writing course
  - Editorial strategy training for professionnals
  - Writing skills training for professionnals
- 2010 - 2013 **Project Manager**  
*Fabernovel, Paris*
- Implementation of online communications strategies, community management.
  - Project management - content websites, experience design
  - Project management - communication content, DataViz, videos, branding
  - Production of prospective notes : future of cooking, mobility, work, TV...
  - Production of editorial content
- Clients: SNCF, Suez Environnement, SFR, France Télévisions, Canal+...
- Communications Manager**
- Corporate website : improvements, updates, content
  - Community Management
  - eMailing and clients relationship
  - Internal events, PR, partnerships
- 2010 **Experience Designer - Community Manager / Internship**  
*Happy Fannie, Paris*
- 2009 **News Writer - Community Manager / Internship**  
*Jiwa, Paris*

### Other Experience/Awards

- 2018 **PEUPLE CACHÉ (publishing house), cofounder & publisher**  
*Manic Shooter, fanzine*  
*Ironèmes, thermal printed and rolled book*
- 2014 **INSTITUT PASTEUR, writing contest laureate**  
*Hypertexte, d'Institut Pasteur à Curiosités, bit.ly/CuriositeInstitutPasteur*
- 2009 **CELSA Short Story contest laureate**  
*Mathematrip, bit.ly/iLwGWb*

### Contact Information

website: guillaumeladvie.com  
email: guillaume@ladvie.fr  
phone: +336 04 51 38 25

### Education

- 2010 **CELSA**  
M.A - Media and Communications  
Specialization in Computer media  
Master's thesis on *Digital Folklore and Algorithmic Governmentality.*
- 2008 **Preparatory Classes**  
*Hypokhâgne - Khâgne*  
Lycée Michelet, Litterature and humanities.

### Skills

**Languages**  
French  
English (fluent)  
Spanish (working knowledge)

**Computer Skills**  
Office Suite  
Photoshop  
Major CMS  
Web marketing tools.

Project Management / Research  
Prospective / Exp - design / Communi-  
cations / Editorial content / Writing  
Storytelling

### And more...

#digitalfolklore #language #literature  
#sciencefiction #writing #mountain  
#freeride #Iceland