

AUDREY LACROIX



Communication/ Public Relations/
Press Relations/ Influence Strategy/
Digital



lacroix.audrey@alcommunication.fr



06.14.40.15.81



<http://linkedin.com/in/audreylacroix>

PROFESSIONAL EXPERIENCE

2009-2025

COMMUNICATION/PR FREELANCER

PR management for agencies and companies (France and worldwide) for B2B and B2C accounts - Toshiba Electronics Europe GmbH, Progress Software, Texas Instruments, Mouton Cadet, Skullcandy, Nutanix, GREE, IBM, Lenovo, Mimio, etc.

- **Writing a variety of content**
(Press releases, reports, customer testimonials)
- **Influencer strategy**
(Media, bloggers, tech journalists, YouTube/Instagram influencers)
- **Media partnership** management and advertising space purchasing
- **Product launches**, event organization, and press conferences
- **Proactive interviews**, Media Briefings, Media Trainings
- **Competitive Analysis**, Media Landscape Analysis
- **Prompt Engineering and GenAI** training : web and mobile application creation, automation and integration (Jedha)

2001-2009

COMMUNICATION AND PR CONSULTANT

Management of press and public relations for several international public relations consulting agencies: Cohn & Wolfe (WPP), Fleishman-Hillard (Omnicom), Text100 France (Nextfifteen), Herald Communications (Omnicom), Self Image, and Hill and Knowlton.

Clients: Dell, Huawei, Lenovo, Peregrine Systems, GEFCO, Blu-Ray Disc Association, Adisseo, Kodak, Mattel, MSN France, EasyJet, etc.

2005 Grand Prix for Press Relations in the "Services" category for France-examen.

1998-1999

ASSISTANT OF JOURNALIST

(NEP TV à Lille, Radio France Lille, La « Voix du Nord » Cambrai)

EDUCATION

2026

Data Science Designer/Developer Certification Bloc 6 – Database Project Management (Jedha)

2001

Postgraduate Degree in International Communication (Marketing, Communication, Culture) at (IAE Lille).

Dissertation on *Press relations within the Framework of a global communication strategy – A national and international approach.*

2000

Master in International Economy

(Sciences and Technologies University at Lille)
Dissertation on Mergers and Acquisitions on automotive, insurance and chemical sectors.

English : professional