



APURVA SAINI

www.apurva.fr

MARKETING, MEDIA & COMMUNICATION

PROFILE

Proactive and curious, I have a passion for video games and entertainment. I'm a fast learner and an adaptive team player, who will add value to your company with my skillset in marketing & communications developed through diverse experiences.

I love combining creative ideas with analytical insights to achieve successful campaigns.

EDUCATION

1 ECS, TOULOUSE, FRANCE (EUROPEAN COMMUNICATION SCHOOL) MASTER'S COURSE (BAC +5) MARKETING & COMMUNICATION 2020 - 2022

2 SCHOOL OF COMMUNICATION, MANIPAL UNIVERSITY, MANIPAL, INDIA BACHELORS (BAC + 3) JOURNALISM, MEDIA & COMMUNICATION GRADUATED - 2019

SKILLS

Hard Skills

- 1.SMM, Content Creation, Adobe Suite
- 2.Community Management, PR, SEO
- 3.Microsoft 365, Research Strategy
- 4.1st Party CMS (Bcat, PS, Steamworks)

Soft Skills

- 1.Problem Solving, Fast Learner, Imaginative
- 2.Creative Thinking, Curious, Autonomous
- 3.Thinking Outside The Box, Adaptive
- 4.Energetic, Hard working or Hardly working, Fun to work with :)

INTERESTS

Reading fiction, Pop culture, Playing video games ;) Travelling and exploring different cultures and cuisines, Watching anime, movies & TV shows

CONTACT

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AGE

LANGUAGES

English (Native)
Hindi (Native)
French (Fluent)
Korean (Beginner)

WORK EXPERIENCE

~2 years excl. internships

PLUG IN DIGITAL, COMMUNICATION OFFICER

Mar 2023 - Present (Montpellier, France) Permanent

- Collaborating with the global marketing manager, product managers and the studios, my current focus is on the Communications for all games across both publishing labels/brands under the parent company Plug In Digital: PID Games and Dear Villagers.
- Took charge of developing and implementing customized communication plans and strategies for each game title within the publishing portfolio. These plans are carefully aligned with the marketing objectives of each game. (I have a particular passion for crafting engaging creative content tailored to diverse and specific audiences.)
- Notable games: Gravity Circuit, The Land Beneath Us.

INNOPSYS, COMMUNICATION MANAGER

Sep 2021 - Sep 2022 (Toulouse, France) 1 year Work-study

- Implementation of targeted international MarCom actions; Organized and deployed global communication strategies with the product managers of the different divisions.
- Content of the website and social networks; SEO, Website design, WordPress, External service providers, Graphic design and Video (Brochures, Posters, Product Sheets etc.), Adobe Suite.

CIKAAR, MARKETING & COMMUNICATIONS INTERN (BAC+5)

Jun 2021 - Aug 2021 (Toulouse, France) - 3 months

- Newsletter, Website management, Market research, Prospecting, Comm strategy, Benchmark
- Communication and marketing tools (Mailchimp, WordPress SEO, CRM, Hootsuite, LinkedIn, Twitter, etc.) Adobe Suite, Excel, Google Suite.
- Knowledge of Intercultural Management concepts and to adapt according to different cultures.

LES CHEMINS DE LA TRANSITION, COMMUNICATION VOLUNTEER

Mar 2021 - May 2021 (Toulouse, France) - 2 months

FREELANCE, CONTENT STRATEGY CONSULTANT & SMM

May 2018 - May 2019 (Goa, India) - 1 year

AEC NEWS TODAY, ONLINE NEWS JOURNALIST

Dec 2017 - Jan 2018 (Phnom Penh, Cambodia) - 2 months

- Reported/collected articles of interest on business and economic area of ASEAN countries & APAC Region for a WordPress-based news site.

INTERNSHIPS, DURING BACHELORS (BAC+3)

Between Jun 2015 - Jul 2016 (New Delhi, India) - 3 months

- TV News 100, Post-Production Intern (video editing)
- Perfect relations, Digital Public relations Intern (e-reputation management)
- Millennium Post, News-Desk Intern (pop culture)

CERTIFICATIONS

Certificate in Digital Marketing by Google (Feb 2020)

Certificate(s) in Visual Communication and Graphic Design (Mar 2020)