

CLAIRE-ANAÏS DECARLI

SENIOR MARKETING, COMMUNICATIONS & DIGITAL PROJECT LEAD

Chambéry, France • Hybrid / Remote • LinkedIn: [linkedin.com/in/cdecarli](https://www.linkedin.com/in/cdecarli) • Portfolio: clairedecarli.pages.dev

PROFILE

International marketing and communications professional with 15+ years of experience across agencies, global brands and technology companies. Combines brand strategy, organic social, content production, client experience and end-to-end project delivery. Hands-on leader experienced in coordinating multidisciplinary teams and turning strategy into measurable execution. Currently exploring practical applications of AI to marketing operations.

PROFESSIONAL EXPERIENCE

Marketing & Customer Experience Director | Odonatech | 2026

Led marketing and customer experience initiatives for a conversational technology solution. Structured communications, content and digital activation; coordinated execution and performance reporting. LinkedIn impressions grew to approximately 25,600 versus 5,500 in the prior comparison period.

Senior Project Manager — Creative Studio | SumUp

Managed creative and marketing projects within an in-house studio, aligning stakeholders, production teams, deadlines and deliverables in an international fintech environment.

Organic Social Account & Project Manager | Omnicom / Team X

Coordinated organic social content production, client relationships and cross-functional delivery for Mercedes-Benz and Montblanc.

Global Digital Lead / Integrated Account Director | International agency network (McCann, Havas, JWT/WPP and others)

Led international digital and integrated marketing programs for brands including Nespresso and Nestlé Fitness; managed multi-market stakeholders, creative production and agency teams.

Head of Digital / Marketing & Social Media Roles | Cheil and other agencies

Directed digital projects and brand communications, including Samsung, across multicultural teams and complex client environments.

CORE EXPERTISE

Brand & integrated communications • Organic social media & content strategy • Creative operations & production • Digital project management • Stakeholder & agency management • Customer experience • Reporting & performance analysis • Marketing AI workflows

TOOLS & LANGUAGES

Jira, Asana, Trello, Notion • GA4, Meta Business Suite • HubSpot, Mailchimp • Webflow, WordPress, Wix • Canva • AI tools

French: native • English: fluent • Spanish: professional • Turkish: intermediate

EDUCATION

Master 1 in Communications • Two-year university diploma in Marketing & Business (DUT Techniques de commercialisation)