



ALIX PAQUE

Community Manager

27 years old, French Native

POSITIONS HELD

Account Manager (France Market)

TikTok at ByteDance Inc., Shanghai, China | Jul. 2018 - Present

- Growing the TikTok FR creator community by on-boarding, managing and retaining a portfolio of 350+ creators accounts
- Developing the community strategy to increase activity rate and diversification of the content ecosystem with the implementation of creative campaigns, and a creator newsletter
- Managing creator partnerships for cross functional campaigns (music, marketing, commercial, user growth, etc.) and making sure their content complies with the brief and meet deadlines
- Leading offline and online workshops to educate creators about TikTok
- Supporting the analysis of our user ecosystem and content diversification with in-depth researches and creator surveys
- Supporting events from the creative concept brainstorming, the planning until execution

Content Operations Manager

musical.ly (ex-TikTok) at ByteDance Inc., Shanghai, China | Nov. 2017 - Jun. 2018

- Managed content strategy for local in-app campaigns with Brands, Media and Music labels
- Engaged in social listening of global online viral content trends, with emphasis in France
- Operated and launched in-app hashtag challenges on TikTok 'Discovery' page

Marketing & Sales Assistant

Shanghai Delite Merchandise Co., Ltd | Apr. - Oct. 2017 (Internship)

- Managed the creation of the company's websites (Wordpress) by sourcing qualified subcontractors and dealing communications and progress
- Built the website SEO strategy (Yoast) to help improve performances "on-page"
- Implemented marketing medium with product newsletters and articles regarding project management and international purchase activities
- Assisted the project manager to identify suppliers (online and offline) and manage communication to receive quotations

Communication & Marketing Assistant

Alliance Française of Bahrain | Apr. - Jul. 2014 (Internship)

- Developed the organisation's communication strategy for its monthly cultural events
- Managed the organisations' social medias accounts to make French culture shine locally
- Reviewed and improved their website copywriting
- Planned and animated cultural activities for the kid summer camp

EDUCATION BACKGROUND

Science & Technology University of Lille, France

Master in Commerce and Management for East Asia | 2015 - 2017

HoHai University of Nanjing, China

Exchange - Master in Commerce and Management for East Asia | 2015 - 2017

Charles de Gaulle University of Lille, France

Master in Affairs and Negotiations | 2014 - 2015

Bachelor in International Business and Languages | 2011 - 2014

Lycée Notre Dame de la Tilloye, France

Literature Baccalaureate

Team work player

Taking initiatives

Organising & Planning

Detail oriented

Creativity

Adaptability

Dynamism

SKILLS

LANGUAGES

French - Mother Tongue

English - Fluent

Spanish - Good knowledge

Chinese - Basic knowledge

SOFTWARE FAMILIARITY

Office Pack, WordPress, Adobe

Photoshop (basic), Canva

HOBBIES



GET IN TOUCH

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