

Laëtitia Pouyet

Portfolio

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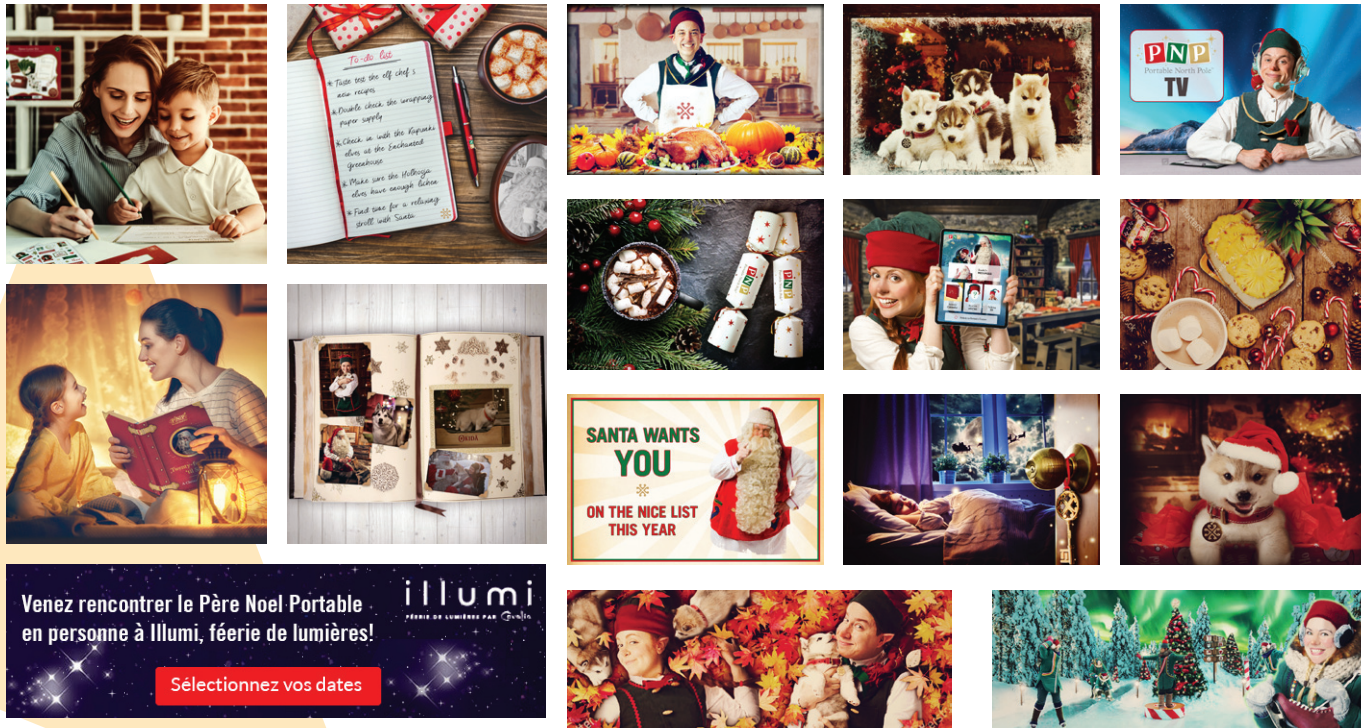
- Print
- Posts Facebook
- Gestion de projet
- Signalétique
- Affiches
- Bannières
- Google Ads

Ugroupmedia is a multimedia company that created the Portable Santa mobile app, a global family entertainment property that brings the magic of personalized video content alive.

I joined the team to set up the calendar for social networks: Facebook, Instagram, Twitter, ultimately creating between 1 and 3 posts per day for each of the different platforms.

I had the opportunity to create different types of printed media: office signage, billboards, discount coupons etc.

Additionally, I designed and updated the visual and digital material which included online advertising, banners, promotional content and more in compliance with brand guidelines.



dpg-formfittings

Webmastering
Webdesign
Wordpress
Products catalogue
Business card
Project management

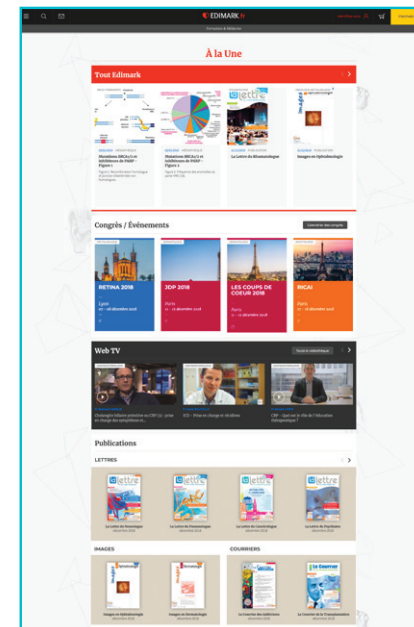
Dpg-formfittings is an Australian electric appliances company. They needed a new website, and a new products catalogue. I used WordPress to create the new website. I also created the new products catalogue, from the products photoshoot to the printer relationship.



Webmastering
Newsletters
Intranet
Validation phase

Edimark Espace ID

Edimark and Espace ID belong to the same company in medical publications. I worked for them as a webmaster. I updated the websites, and I also managed the daily newsletters creation and sending. I finally worked on the two intranets creation and on the new website validation phase for Espace ID.



Groupe Poisson

Project Management
Webdesign
Webmastering
Adwords
Print
Business Cards
Brochure

With the Groupe Poisson, I upgraded all their communication supports by using the new visual brand identity.

I also created a new webdesign and new banners for both print and web, and the new commercial brochure.



Print
Catalogue produits
Gestion de projet
Bannières
Infolettres
Posts Facebook

Groupe Sopema

Sopema is a company located in New Caledonia.

They needed a graphic designer for the Christmas Holidays rush.

I worked for them on the Christmas products catalogues, for their 3 differents shops: Bricorama, Atlas Gitem and Sopema.

I also created for them the products posts on Facebook.



Alto Régie

Webdesign
Wordpress
Print
Project Management

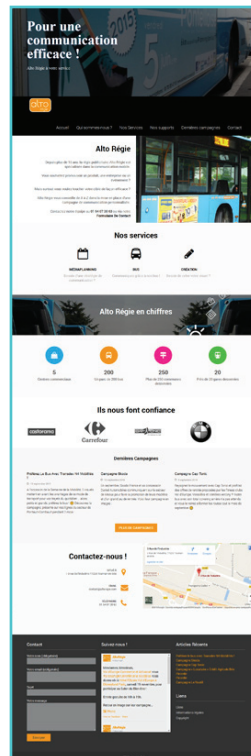
Alto Régie website needed a complete upgrade. For this mission I used The Monday WordPress theme, full responsive. I also created a new commercial brochure and a new business card for the company.

Alto Régie website is available here : www.altoregie.com

Before



After



Webdesign
Joomla
Print
Project Management

Axos RH

Axos RH is a small recruitment agency. I used their logo to create all their communication supports : commercial brochure and business cards.

I also created their website by using Joomla CMS. I also built a new responsive Template from scratch and modified an events module in order to create a module which allows them to publish their recruiting ads.

The website is available here : www.axosrh.com



Captonic

Street Event Project Management

Captonic is a French gym. I helped in project management and on different street marketing operations, by shooting photos and writing the post campaign reports.



Adwords Shooting Photo Campaigns Reports Project Management

Crédit Agricole

The Crédit Agricole Brie Picardie is a French provincial bank. For this client, I created and managed SEM campaigns with Google Adwords.

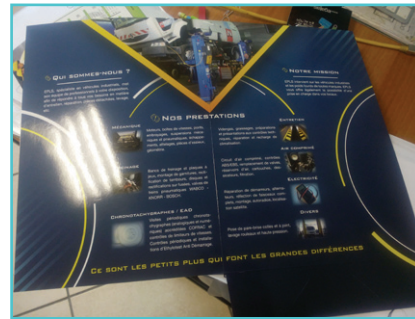
I also assisted the manager during the supervision of Out of Home Advertising which implied amongst other things like shooting photos and writing the post campaigns reports.



EPLS

Print
Business Cards
Brochure
Project Management

EPLS is a trucks repair and maintenance company. I created a new brochure for them and also a new business card to pair with their logo.



Web
Banners
Newsletters

Eurekakids

Eurekakids is a Spanish online toys shop. For this mission, I created statics and animated banners for their website homepage's and their newsletters in 7 different languages with 1 newsletter per week.

I also created several print supports, and made several videos for their YouTube channel.



Les Films du Chat d'Oz (Oz Cat Movies')

Project Management
Webdesign
Wordpress

Les films du chat d'Oz (Oz Cat movies') is an association of people who love theatre and want to create short to medium length films.

I created their website based on their logo. One of the requirements was to make the website update easy for all association members.

So I used the Accelerate WordPress theme to obtain an easy, manageable and full responsive website.

Check this out : www.lesfilmsduchatdoz.com



Print
Webmastering
Goodies
Typography
Project Management

Groupe Alto

I set up and managed the visual brand identity. I created and managed different files for printing (stickers, business cards, brochures...). I retouched and finalised the company's personal font.

Finally I benchmarked and gave recommendations on the website update and the goodies.



Before



After

Les Matériaux Duval

Print
Benchmark
Goodies
Webmastering
Event Management

LMD is a small company which sells construction materials.
I helped them to manage their annual event party by creating invitations, seeking different providers, benchmarking and giving recommendations for goodies and by managing the set up during the event's day.



Project Management
Webmastering
Webdesign
Wordpress
Print
Business Card
Brochure

Octave Agency

Octave communication agency needed an upgrade of all its communication supports. The idea was to modernize their brand identity and create a new commercial brochure, new business cards, and a new website with it.

The new website is now using WordPress to facilitate updates by agency's members. I chose The Himalayas theme because it is moderne, responsive and cheap with all fonctionnalités included.

The website is available here : www.octave-alto.com



Before

After

Thank you
for your attention

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