

Elizabeth d'Etigny

Marketing and Public Relations, Company Founder

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EXPERIENCE

iDig System, Oxnard, CA. Head of International Marketing

November, 2021 - Today

Created and implemented Brand Ambassadorship, increasing visibility for solar powered, industrial excavator guidance technology fabricated on-site. Targeted micro influencers to showcase the world's most affordable excavator guidance tech, free-leasing them the equipment in exchange for regular, data-driven testimonials posted on social media.

Developed a press strategy according to recent actions by Google purportedly to prioritize sustainable companies in SEO, which has resulted in 3 articles so far.

Marketing and Communications Consultant

December, 2018 - November, 2021

Content production and strategic consulting for industrial companies including: Totale, Owens Corning, Chaises Nicolle, financial institutions including Novo Bank and Caixa.

Digital Marketing support on a variety of platforms including Hubspot, Google Ads, Keyword Planner, Facebook Ads and Click funnels. Email marketing including drip campaigns and A/B testing.

Created internal and external content destined for employees, clients, public affairs, journalists, etc. Strategic proposals and communication agendas for the abovementioned audiences.

Career break for maternity leave

November 2015 - December 2018

Marc-Antoine d'Etigny (age 5) Raoul d'Etigny (age 4)

ETX Studio, Paris, France — Health and Fitness Journalist

May 2013 - October 2015

Wrote 7 articles per day for a global audience about the latest health and fitness studies and innovations. Articles published in news sources around the globe including the New York Daily News, Yahoo, MSNBC and the Sydney Morning Herald. International news agency with 70+ clients in 20+ countries. Helped develop editorial strategies for multimedia coverage of major international events. Contributed to the development of a digital content platform alongside the CEO, CTO and directors.

SKILLS

Hubspot
Google Analytics
Google Ads
Facebook Advertising
Wordpress
WooCommerce
PrestaShop
HARO
Prowly
BuzzSumo

DISTINCTIONS

Advanced level ballet dancer, performed on stage at Théâtre des Champs-Élysées in Paris in production "LAAC en Scène" in 2016

French residency card, permitted to work full-time

ACE Certified Personal Trainer
Certified since 2017

LANGUES

French - fluent

Portuguese - proficient

Spanish - intermediate

Vivre le sommeil, Paris, France — Co-founder

January 2009 - March 2014

Digital Marketing, SEO. Created website, educational blog, email campaigns. Developed and recorded soundtracks intended to lull insomniacs to sleep using binaural beats, a sort of 3D audio when heard using headphones. Part of a movement in which a little-known, non pharmaceutical remedy stepped into light. E-mail marketing, communications, social media, press relations, A/B testing, copywriting, keyword research.

Saco River Land & Cattle Co., LLC, Biddeford, Maine — Marketing Project Manager

April 2004 - July 2008

Promoted in 2005 from Marketing Assistant. Commercial real estate investment fund. Definition and implementation of communication and marketing strategy. Definition and variation of the brand and its position.

Sailing World Magazine, Newport, RI — Junior Editor

February 2001 - March 2004

Wrote and edited long articles (2000 words) and briefs for a glossy monthly about sailboat racing. **Promoted** to Editor and Photo Editor. Editor in Chief of supplementary publication, “Junior Sailor.”

STUDIES

Paris 1 - La Sorbonne, Paris — MA, Archaeology

October 2009 - May 2011

“Mention Assez Bien”.

Barnard College, Columbia University, New York — BA

September 1996 - May 2000

English Literature major

PROJECTS

Little Lambs, Baby care industry disruptor — Founder

Launched in July, 2021

Zero Waste, certified organic brand built around one product: Babycare wool. Organic sheep’s wool that’s fermentation-washed to preserve the lanolin relieves diaper rash and cracked nipples from breastfeeding. This can be traced back to antiquity and it is popular in Germany. Awareness of the product has enormous potential to take tons and tons of plastic out of circulation and shield babies everywhere from exposure to dangerous endocrine disruptors. Sales (B2B and B2C) littlelambs.fr, [Instagram](#),

[Facebook](#), [Pinterest](#).

Sérilly Arts, Paris — *Communication and Public Relations*

June 2017-November 2019

Strategy, content writing for press releases. Manage multiple contact lists of over 2,000 recipients apiece. Won representation by the prestigious UGallery and Jose Gallery. Manage [Facebook](#) and [Instagram](#).