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Global Communication Executive

eMBA in Management, Communication and Society
specialized in entrepreneurship, intercultural relationship and digital trends

CORE COMPETENCIES

'from strategy to delivery in support of business efficiency'

- | | | |
|-------------------------------|------------------------------|-------------------------------------|
| ■ Communication strategy | ■ Corporate event management | ■ Leadership |
| ■ Executives communication | ■ Sponsoring | ■ Innovation vision + lean practice |
| ■ Digital communication | ■ Storytelling | ■ Transmedia: cohesive & responsive |
| ■ Brand + identity management | ■ Branding | ■ Multimedia: audio + photo + video |
| ■ Change management | ■ Suppliers relationship | ■ Public relations |

WORK EXPERIENCE

'+15 years of practice within a leading company, among which 3 positions were created from scratch'

Orange Business Services

[3 years 7 months]

Orange Business Services is the Orange branch dedicated to B2B services, a leading global integrator of communications solutions for multinational corporations, five-time winner of Best Global Operator. Orange Business Services reaches 220 countries and territories. Thousands of enterprise customers and 1.4 million mobile data users worldwide.

Customer Service & Operations Communication Business Partner - from December 2011

- Define, set up and lead CSO global communication strategy: +8000 people, 92 points of presence in the world
- Set up, write and present the division monthly TV edition 'CSO News': 2 languages, 3 key topics per month
- Set up the division 'push & pull' communication channels and link with social media platform
- Implement and manage the division unique intranet: ~10000+ visits per month, 15 entities sub-sites all aligned
- Manage and support a remote network of local communication managers: 15 team members, 7 countries
- Advise and assist CSO managers in their day-to-day communication action plans: 800 global managers
- Participate into crisis communication at Orange Business Services level and CSO business continuity plan
- Define and implement the first division global recognition program: the CSO 'Oscars'
- Participate into CSO management board

Multimedia and Transversal communication manager - from May 2011 to November 2011

- Set up Orange Business Services organization chart for a higher visibility of the company's who's who.
- Led global video projects for Orange Business Services Leadership conference and people programs.
- Implement and support 'Plazza', Orange Group internal social platform as global community manager for OBS
- Set up the 'Plazza Hours' social event concept and promote it globally. Now deployed at Group level.

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Orange Group Sourcing and Supply Chain

[3 years 2 months]

Group Sourcing and Supply Chain, is a strategic division of Orange Group. The division steered up savings objective toward 3B€ right from H1 of its creation in February 2008. 3500 people in 45 countries, 24 negotiation languages spoken.

Head of Group Sourcing and Supply Chain corporate communication - from January 2008 to April 2011

- Define, set up and lead GSSC Corporate Communication strategy from scratch since its creation.
- Set up the division newsletter the 'stream' : ~2400 readers, 2 languages, 2 supports per month.
- Implement and manage the division unique intranet aboard the one Group portal : ~2500 visits per month.
- Support internal teams and managers in key events : moving, transformation, employees sponsorship programs.
- Advise and assist managers in their day-to-day communication action plans.
- Implement internal and external communication actions and tools : rebranding, Weekly Progress Reports...
- Participation into 2 weekly international leadership meetings - reporting directly to the executive vice-president.
- Participation into monthly Transformation mainstream - theme : high-performance communication.
- Participation into Orange FT Group Communication network and steering committees.
- Manage a multi-cultural team of 5 people and an internal network of 12 single points of contact in countries.

Head of Group Supply Chain corporate communication - from July 2007 to December 2007

- Set up, lead and deploy Supply Chain group communication framework in consistency with overall group strategy.
- Ensure that the Supply Chain group identity, positioning and values are implemented.
- Determine key messages based on an excellent knowledge of the group and the business market.
- Manage and supervise a cross-functional team and project for country units/divisions in a multicultural environment.
- Implement quantitative and qualitative measurement tools : surveys and team space sharing (SharePoint).
- Manage and follow-up budget, communication agencies and suppliers.

Supply Chain Centre of Excellence communication manager - from December 2006 to June 2007

- Set up Group Supply Chain unique intranet gateway, among the first one accessible worldwide : ~ 7 countries
- Focus on international answers to support COE teams' needs in UK, France, Poland, Spain, Jordan.
- Define and implement Supply Chain University website within Knowledge Management Department.
- Organized and animated Group events within SC edge: Supply Chain Awards, tradeshow, job datings...

France Télécom Terminaux SA

[7 years 5 months]

Former subsidiary of France Telecom Group, set up to ensure the logistic needs of the Group at the launch of mobile telephony and internet offers for enterprise customers and large retailers platforms in France. Employees: 600 people

Internal Communication manager - from June 2003 to November 2006

- Support and set up the internal communication of the subsidiary in connection with the Human Resources
- Create and implement the internal magazine of the subsidiary as well as the monthly HR newsletter

Communication project manager - from June 2001 to May 2003

- Manage communication projects: intranets, events, internal newsletter, trainings, product launches ...
- Analyze and follow-up the quality of each communication project pipeline.

Webmaster – Graphic designer - from May 1999 to May 2001

- Create, design and produce both on-line (web) and offline (print) media: flash animations, pushmails, flyers, leaflets...

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TRAINING & EDUCATION

'an atypical route seeded with on-the-ground experience'

VOCATIONAL TRAININGS

- Storytelling2015
- Introduction to Radio editorial (Saoiti web radio)2013
- Fundamentals of a TV emission (INA)2011
- Persuaders - Talent programme (Orange University)2010
- Leadership vs Theater technics (CSP)2010
- Business English Language (TOEIC : 905 Gold)2010
- Chairing meetings (Orange Management School)2010
- Logical Writing (Sourcing University)2007
- Six SIGMA project management (Green Belt)2007
- Management of critical situations (CSP)2006
- Drafting and Writing Techniques - Editorial staff2006
- Process Communication Management (Khaler Com)2005
- NetPro Development (Campus FT Group)2001

ORIGINAL EDUCATION

- Executive MBA2015
in Management, Communication and Societies
CELSA / Sorbonne University – Paris
- DULCO of Japanese1998
University degree in Oriental Civilization and Languages
INALCO Paris-Dauphine / CNED - Paris
- BTS Stylisme + Modélisme1996
DESAA en Arts Appliqués
Postgraduate degree in Applied Arts Fashion Designer
Atelier Chardon-Savard - Paris
- Baccalauréat A2 (mention Bien)1993
High school degree in Literature and Philosophy
Collège Saint-Michel - Madagascar

SPECIFIC SKILLS

'mastering tools and languages to bring added value'

All-in-one competencies make the difference: advanced knowledge and mastery of key graphic software and multimedia publishing systems on Mac and PC platforms. This expertise is essential to understand and follow-up global media agencies.

SOFTWARE

- Adobe CS : Photoshop, Illustrator, InDesign, Flash, Dreamweaver, After Effects,
- Quark : X-Press Passport
- Office suite : Word, Excel, PowerPoint, Access, SharePoint, Visio, Movie Maker
- Mac : iMovie, Final Cut, Motion, Premiere elements

WEB SCRIPTING

Python, Html 5, Dhtml, Javascript, Xml, Actionscript, Php, MySQL

LANGUAGES

- English : fluent
- French : fluent
- Japanese : basic
- Spanish : informal
- Vietnamese : basic
- Malagasy : native

HONORS & AWARDS

'behaving with humility, sparkling with excellence'

- Orange Bravo 2007 and 2013: rewarded twice for Orange group global recognition program for outstanding employees behavior
- Orange Talent 2014: nominated Orange group communication talent within a pool of 'of the crowd' experts
- Winner of the designer contest at the 3rd 'Jeux de la Francophonie' in 1997: 38 countries, 2 300 sportsmen and artists.

INTEREST & EXTRA-ACTIVITIES

'keeping on track with a moving world beyond boundaries'

- Member of Orange group 'Think Tank' – theme: "Communication of the future"
- NTIC, TEDs, web 2.0 and Social media benchmark via Le Collectif Orange, La Frenchtech, TechCrunch, DreamOrange, Bubbletop
- 'Startup Week-end' & 'GirlsInTech' entrepreneurship member
- Private party and events organization (20 years of practice)
- Sports: Muay Thai - Kick-Boxing (5 years) - Tennis (15 years) - Fitness Club Member (5 years)
- Travels: Australia, Austria, Belgium, Brazil, Croatia, Cuba, Dominican Republic, Dubai, Egypt, Greece, Hong-Kong, India, Indonesia, Italy, Japan, Madagascar, Malaysia, Mauritius, Mexico, Netherlands, Poland, Qatar, Singapore, Spain, Taiwan, Thailand, Tunisia, United Kingdom, Vietnam.