



EMILIE TROCHU

Specialist | French Market (SaaS & SEO)

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SUMMARY

Marketing Specialist with 10+ years in digital and 4 years in journalism. Expert in B2B SaaS and French market expansion. Specialist in Content Strategy, SEO, and AEO, creating high-impact assets (white papers, reports) for brands like Shopify and Navan to drive lead generation.

KEY STRENGTHS

- Editorial & Strategy: Thought Leadership, White Papers, SEO Briefing, Content Lifecycle.
- Performance: AEO, Lead Gen, Subscriber Growth, Tracking & Monitoring.
- Localization: Transcreation & Brand Adaptation (EN/DE > FR).
- Technical: Webflow, WordPress, AI Tools, Phrase, Adobe Suite, Hubspot (knowledge)

WORK EXPERIENCE

MARKETING & BRAND LOCALIZATION CONSULTANT | SHOPIFY INC. | 2019 – 2024

- Led editorial strategy and localization for a specific Shopify brand in the French market.
- Managed the full content lifecycle and SEO/AEO optimization for merchant-facing assets.
- Drove top-of-funnel growth by creating high-converting content designed to increase subscriber base and prospect acquisition.

SENIOR MARKETING & SEO CONSULTANT | FREELANCE | 2017 – PRESENT

Clients: Fronius, Mammut, Navan, Qualtrics, OnTrust, Relais & Chateaux, Douglas, Timify, Hoxby, Unilever, Monster, Pullman Hotels, Altagram, Zalando...

- Operational Excellence: Created SEO briefs, editorial strategies, and high-impact content production (white papers, blogs).
- Localization: Adapted global brand narratives for the French market to ensure regional relevance and SEO performance.
- Optimization: Monitored content performance to refine organic growth and lead generation.

MARKETING MANAGER | ALTAGRAM GROUP (BERLIN) | 2-YEAR MISSION | 2019-2021

- Defined and executed marketing strategies for a global game localization and LQA agency.
- Managed multi-channel content creation to boost brand visibility within the gaming and tech industry.

INTERNATIONAL PROJECT LEADER & MARKETING MANAGER | SPARHELD GMBH (IDEALO GROUP) | 2012 – 2017

- Led international teams (9 people) across 6 countries for e-commerce platforms.
- Directed marketing operations and growth strategy for the French market.

ART & TRAVEL JOURNALIST

Evene - Le Figaro 2008 - 2011

Crafted high-quality storytelling and editorial research for a leading French media outlet.

EDUCATION & LANGUAGES

- Languages: French (Native), English (Fluent), German (B1).
- Master 2 Cultural Management: Paris III Sorbonne Nouvelle (2003-2008).
- Training: Web Editorial Conception (Emi-cfd Paris, 2011).
- Network: Volunteer at [Edge Neuroscience](#), Mentor at [My Job Glasses](#).