

Yohanan Winogradsky

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Professional experience

01/15 - current

Digital marketing strategist at Revsquare (Pentalog group), Paris, France

- Expert in Influencer Marketing Strategy
- Clients in nutrition, pharma, public health, education and services
- Management of the social media team (3 project managers)
- Copywriting, content, audience building, analytics and reporting on project's impact

Main project: influencer marketing strategist for a major actor of the food industry (CAC40)

- Building of a 15000 followers global community (30% of active nutrition experts profiles)
- Animation of workshops on clients' needs; strategy follow up and recommendations
- Implementation with local business units of the global influence strategy (Spain, France)

10/11 – 12/14

Freelance in scientific communications, Rotterdam, the Netherlands

- Launch of the Gut Microbiota for Health platform for Danone Research (content and community management – 2000 followers)
- Building of two scientific communities of experts on the gut microbiome (12000 followers)
- Creation of websites and content: industrial microbiological processes (LABIP), high throughput metagenomic sequencing platform (Metagenopolis)
- Review of grant applications in Humanities for the University of London

01/08 – 11/12

European Project Manager at INRA, Jouy en Josas, France

- Management of three research projects funded by the EU (30M€) on the microbiome
- Responsible for project implementation and reporting
- Digital communication strategy
- Scientific events organization (20 in Europe, Canada, China)

Languages

French: mother tongue

English: fluent, daily professional practice

Russian: fluent, regular practice

German: advanced written skills, basic conversation

Dutch: advanced written skills, basic conversation

Education

09/04-10/07

Université Paris 1, Sorbonne

Magistère de Relations Internationales, major in International Public Affairs

Personal projects

Since 08/16

Founder of 'la Voix de l'Art Urbain'

- Creator of an online community on street art: 4000 followers, 10 press citations, 1 book citation, 1 book published
- Multichannel approach: website and blog (2000 monthly visits), content edition (8000 photos, 500+ articles, online map of published art with 30000 views)
- Partnerships with institutions (Louvre Museum, ATD Quart Monde, la Maison du Chocolat...), artists (exhibition texts, live videos...), specialized galleries (Cabinet d'Amateur, Next Gallery, Passage Guigon)

Since 04/09

Volunteer for the Prader Willi France association