

FRANCK SEBASTIEN

📍 London, UK 📞 07500 794109 @ franck@fsebastien.com

SENIOR COMMUNICATIONS LEADER (EU & US)

PROFILE

+20 years' experience leading communications strategy development including press, community, CRM and influencers activities to secure international exposure within a fiercely competitive industry. Particularly accomplished in the alignment of mobile divisions with overall global strategic direction.

A natural collaborator with a passion for developing talent, as well as engaging the energies of external agencies. International exposure gained across Europe, US and Japan.

CAREER SUMMARY

Head of Communications (EU & US) SEGA Networks (Mobile Division)

📅 Apr 2016 - Present 📍 London

SEGA is one of the world's leading interactive entertainment companies, with its European HQ based in London.

HIGHLIGHTS

SEGA Forever (June 2017) | Created a successful campaign leading to immediate brand recognition from journalists, influencers and fans, ~2000 global press articles, 1 million views of the launch trailer and immediate growth of dedicated social channels

SEGA Heroes | 300 articles in the West, 200K views of the launch trailer, 7x above industry average engagement through newsletters, and a steady growth of the dedicated social channels

- Global communications strategy and tactics development, and execution for the Western market (US, Europe, Brazil): press, community, first party, influencers and CRM activities
- Extensive work with European, American and Japanese-based studios and divisions to support F2P (free to play) and premium titles
- Run competitor analysis focusing on communications and use information to develop and articulate best practices
- Foster influential first party relationships with Apple in Europe
- Act as principal advisor to the senior team for communications, reputational and media issues, strategies, interviews etc.
- Inspirational management of a team of 2 community managers as well as 1 PR & First Party Senior Manager based in San Francisco
- Track performance based on metrics - monitor creativity, posting cadence and cost efficient strategies to drive engagement

KEY SKILLS AND EXPERTISE

- Communications strategy
- Corporate/brand storytelling
- 1st party relationship management
- Press/Public Relations management
- Product launch support
- Multi-channel engagement
- Budget management
- Performance management

LANGUAGE SKILLS

- French: Native
- English: Fluent
- German: Good
- Japanese: Basic

EDUCATION AND QUALIFICATIONS

Master in Communication

EFAP (French school of Press and Public Relations)

📅 1998

Degree in Communication

University of La Sorbonne Nouvelle

📅 1995

Baccalauréat in Economy

📅 1993

Senior PR Manager Europe

SEGA Networks (Mobile Division)

Sept 2013 - March 2016 London

- Management and development of relationships with specialist PR agencies in the UK, France and Germany
- Capitalised on industry expertise combined with an innate ability to work well within a complex business to earn the respect of the studios and executives as a result of successful strategy and execution
- Organised and promoted a highly successful European press tour featuring the original developer of the Crazy Taxi series. Aligned the tour with a speaking opportunity at Japan Expo (biggest Japan-centric show outside Japan)

Senior PR Manager Europe

GREE, Inc.

Jul 2012 - May 2013

A Japanese company providing a mobile gaming platform as well as a variety of games for mobile devices.

- Helped define the European PR strategy for corporate and specific titles
- Built and managed GREE's corporate image through European media from a 'standing start'
- Defined long-term media and social media strategies to grow brand recognition at presence and conferences
- Selected speaking opportunities for CEO and VPS and decided and defined content to maximise opportunities

Senior PR Manager France / Europe

SEGA France

Jun 2003 - Jul 2012

HIGHLIGHTS

Planned SEGA's creative presence at key public events, Japan Expo and Paris Games Week, resulting in brand reinforcement and successful product launches

Community management 'ahead of the curve', launching SEGA's first blog in 2005, growing a local Twitter audience to 3K as well as working closely with all French fan sites

- Worked entrepreneurially to develop the brand through creative activities, which led to enhanced retailer relationships and exposure for our titles
- Build relationships with key journalists, re-introducing the SEGA brand in France through products and corporate communication
- Worked on high value brands: Sonic, Total War, Football Manager, Yakuza, Aliens, etc.
- Worked in close cooperation with Product Managers toward planning and audience targets
- Managed the annual budget dedicated to PR and exhibitions
- Management of a PR executive dedicated to mass media
- Managed the PR department in Spain for six months including hiring, briefing and leading a local PR Agency
- Seconded to SEGA Japan Jan-Apr 2012 to align communication flow between Japan and its Western subsidiaries. Built excellent relationships with leading developers in a complex hierarchy and improved mutual understanding

IT SKILLS

- Brandwatch
- TrendKite
- Tubular
- Mailchimp
- Survey Gizmo

EARLIER CAREER HISTORY

Founder and Managing Director

France

INDIGO PEARL France (PR agency)

May 2001 - May 2003

Freelance PR Manager

France

SQUARE (Publisher)

Jan 2001 - Apr 2001

PR Manager

France

CRAVE/SVG (Publisher and Distributor)

May 1999 - Dec 2000

PR Manager

France/Netherlands

VIRGIN Interactive (Publisher and Distributor)

Oct 1997 - Apr 1999