

FRANCK SEBASTIEN

📍 Relocated to Paris, France in July 2024

☎ +33 6 60 48 43 98 @franck@fsebastien.com

EXPERT IN COMMUNICATIONS

SUMMARY

With extensive experience in leading **Corporate and Product communication strategies over several countries**, I have strong track record in **developing brands and coordinating messaging across multiple channels** such as press, social, community, content creators, events, and CRM.

I am particularly skilled in **identifying areas for development and implementing processes** to maximise communication's impact.

I am a natural collaborator with a passion for **developing talent and engaging the energies of external agencies**.

EXPERIENCE

Director of Public Relations (Global)

Sensorium (Metaverse, VR and AI Startup)

📅 July 2023 - July 2024 📍 Remote (London)

- **Highlight:** Globally promoted the launch of the digital show featuring Carl Cox's avatar. Coordinated efforts led to 3,000+ articles, 10M views
- Contributed to the startup's strategic reorientation, emphasising communication strategy, channel-focused tactics, and executive representation

Director of Communications (US & EMEA)

SEGA of America (Publisher)

📅 Apr 2019 - Sept 2022 📍 London

- **Highlight:** Spearheaded CRM Project to support SEGA of America's business
 - » Identified the need to acquire, retain and understand customers to drive loyalty and ultimately to grow ARPU
 - » Engaged and coordinated with all relevant internal teams
 - » Determined the team structure and initiated recruitment
 - » Collaborated with brand heads to define campaigns and support growth
- Grew and managed a team of PR, Community and CRM Managers, fostering an environment of innovation and collaboration that resulted in successful launch of several games, including episodes in the Yakuza, Persona and Sonic series
- Revamped internal communication
 - » Overhauled internal reporting to focus on KPIs with the objective to identify areas for improvement and increase engagement
 - » Implemented a PR Crisis Escalation process across all SEGA territories, resulting in improved crisis response times, increased transparency and communication, and ultimately strengthening the company's reputation
 - » Improved global internal communication by educating Japanese PR Team on local nuances, resulting in a more efficient and effective global collaboration and decision-making process

Head of Communications (US & EMEA)

SEGA Networks (Mobile Division)

📅 Apr 2016 - March 2019 📍 London

- **Highlight:** Led a successful campaign for the launch of SEGA Forever, resulting in 2K articles, 1M views on launch trailer and instant growth of social channels
- Implemented performance tracking and improved community engagement
- Fostered influential first-party relationships with Apple in Europe
- Acted as a principal advisor to the Execs team for all communication matters
- Managed PR and Community team based in London and San Francisco

Senior PR Manager (EMEA)

📅 Sept 2013 - March 2016 📍 London

- **Highlight:** Navigated a culturally complex business, securing partnership and buy-in from studios to deliver creative EMEA-focused PR strategies
- Managed PR agencies in the UK, France, Germany, and Brazil

Senior PR Manager (EMEA)

GREE, Inc. (Mobile Platform / Developer)

📅 Jul 2012 - Jun 2013 📍 London

- **Highlight:** Helped define the EU PR Strategy to grow brand recognition
- Selected speaking opportunities for CEO and VPs, and developed content

KEY SKILLS

- Product and Corporate storytelling
- Multi-channel strategy
- Global and regional exposure
- PR Crisis management
- Metrics-informed planning
- Senior stakeholders engagement
- Performance management

LANGUAGES

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

EDUCATION

Master in Communication

EFAP (French school of Press and Public Relations)

Degree in Communication

University of La Sorbonne Nouvelle

EARLIER CAREER HISTORY

Senior PR Manager

SEGA France (Publisher)

📅 Jun 2003 - Jul 2012

Founder and Managing Director

INDIGO PEARL France (PR agency)

📅 May 2001 - May 2003

Freelance PR

SQUARE (Publisher)

📅 Jan 2001 - Apr 2001

PR Manager

CRAVE/SVG (Publisher and Distributor)

📅 May 1999 - Dec 2000

PR Manager

VIRGIN Interactive (Publisher and Distributor)

📅 Oct 1997 - Apr 1999