



Emilie Lumineau

Marketing Manager

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Portfolio

www.emilielumineau.com/cv

About

With over 5 years of marketing experience spanning tourism, hospitality, luxury, and FMCG industries, I currently serve as the Marketing Manager at The Real Mary King's Close where I oversee the marketing strategy, planning and budget.

My expertise includes developing marketing strategies, budget planning and management, media buying, public relations, social media management (paid and organic), creating high-quality content (e-newsletters, press releases, blogs, etc.), photography, videography, creating e-commerce websites, SEO, events management, business development and graphic design.

Throughout my career, I've actively engaged in diverse projects, from participating in live TV interviews discussing the Loch Ness Monster to promoting unique events like a workshop involving "urine" tasting. I have also successfully crafted and promoted experiences, such as a luxury Afternoon Tea at home and an enchanting package for young wizards, demonstrating my versatility and creativity.

References

available on request and on [LinkedIn](#)

Experience

Marketing Manager

The Real Mary King's Close - *Continuum Attractions*
November 2021 - present / Edinburgh

- Marketing strategy for the year (record year in revenue & guests)
- Budget planning and management (over £150k)
- Managing a Marketing Executive and a Reservations Executive
- Media buying (Edinburgh Tram, Waverley Train Station, Buses...)
- Social media management (Facebook, Instagram, X, TikTok, LinkedIn)
- SEO, website management and monitoring GA4
- Managing third-party agencies for PPC and Public Relations
- PR (press releases, media relationships, influencers marketing, preview events)
- Developing the e-commerce strategy for Christmas 2023 (+55% sales, +60% website visitors)
- Creating partnership with local businesses (i.e. Pickering's Gin, Edinburgh Gin, Luckenbooths restaurant, McGonagal's Bar)
- Designing promotional materials (print and digital adverts, activity booklet for kids, banners, leaflets, etc.)
- Taking and editing photos
- Networking and organising events
- Creating and promoting premium tours and events

The Loch Ness Centre - *Continuum Attractions* - Contract
January 2023 - January 2024 / Edinburgh

- Marketing and advertising strategy for the launch of a new visitor attraction
- Budget planning and management
- Organised the biggest search for Nessie during The Quest Weekend, resulting in over 40 million people reached worldwide
- Hiring and managing a Marketing Executive
- Media buying (launch campaign & regular promotion)
- Working in collaboration with design agencies for the rebranding and the launch campaign
- Working in collaboration with PR and Digital agencies
- SEO and website management (WordPress)
- Social media management using Sprout Social
- Designing promotional content (print and online)
- Networking

Hard Skills

Photoshop	InDesign
Illustrator	Lightroom
After Effects	Premiere Pro
Photography	Videography
Google Analytics / GA4	MailChimp
Google Ads	WordPress
Sprout Social	Meta Ads
Copywriting	Wix
Amazon Vendor	Shopify
Social Media	SEO
Data Analysis	AI

Soft Skills

Budget management	Strategy
Communication	Creativity
Time Management	Teamwork
Problem Solving	Organisational
Adaptability	Leadership
Attention to detail	Multitasking

Languages

English (fluent)
French (native)

Education

Destinational Development and
Leadership Course
Distinction
Napier University / Edinburgh
2023

Postgraduate Upskilling,
Project Management
Napier University / Edinburgh
2020

MSc Creative Advertising
Napier University / Edinburgh
2017 - 2018

BA (Hons) Marketing and Business 1:1
Abertay University / Dundee
2015 - 2017

Experience

Digital Marketing & Sales Manager
Shortbread House of Edinburgh
May 2021 - October 2021 / Edinburgh

- E-commerce website creation (Shopify)
- Content creation: Social media (Facebook, Instagram, LinkedIn), e-newsletter (MailChimp), blog
- Monitoring Google Analytics, Google Search Console and Google My Business
- Managing Amazon Vendor Central: A+ Content, SEO, imagery, creation of the front store page
- Working in collaboration with external agencies, local influencers, media (creation of Press Releases)
- Designing promotional materials (adverts, digital, brochures, etc.)
- Taking and editing photos and videos
- Creating promotional offers, SKU management
- Business Development across the UK

Digital Marketing Executive
Waldorf Astoria Edinburgh - The Caledonian
January 2019 - April 2021 / Edinburgh

- Marketing for the hotel, The Pompadour restaurant, Grazing by Mark Greenaway restaurant, The Caley Bar, Peacock Alley and Guerlain Spa
- Content Creation: Social media (Facebook, Instagram, Twitter, LinkedIn), e-newsletter (MailChimp), internal magazine articles
- Updating hotel's websites and third-party websites, SEO
- Created a website and a booking system for takeaway orders (Champagne Afternoon Tea at Home).
- Organising and promoting events and collaborations with brands and influencers.
- Designing promotional materials and collaterals (adverts, internal magazine, posters, brochures, menus, presentations, etc.)
- Designed the logos and branding for Grazing by Mark Greenaway restaurant and Mark Greenaway Further Afield.
- Taking and editing photos and videos for social media, press releases and to support the sales team and Hilton brand team.
- Creating packages and luxury amenities for guests.

Other Achievements

Finalist for the Scottish Excellence Awards in the category
Employee of the Year - 2024 (*Finals in March 2024*)

Live TV and radio interviews - 2023

Designs featured in The Scotsman, local newspapers and
Photoshop official Instagram page - 2020 / 2021

IPA Scotland Student Advertising
Award 2018 - 1st Place