

MATTHIEU VIDAL

Copywriter - creative

[My website](#)

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EDUCATION

Master's degree in communication, specialization in digital - Supexup Montpellier
Master's degree in Economics - Université d'économie de Montpellier

EXPERIENCE

WEBEDIA - Since september 2023

Senior Copywriter

(ALL - Hisense - Nestle - Etc)

LAFOURMI October 2016 - July 2023

Copywriter

Social media creative

Sociale media manager

(Puma - FFF - LFP - Uber Eats - beIN SPORTS - Credit Agricole - Etc)

CAPIFRANCE - 2015 - 2016

Social media manager

Creative strategy _ Copywriting _ Activations _ Content _ Shootings _ Influence _ DA

REFERENCES

PUMAFOOTBALL - "*The Flow*" campaign

[Social strategy, content creation](#)

PUMA x OM - Away jersey launch 2022/2023

[Film notre ville, notre club](#)

ALL x RG - 360 campaign

[ADVANTAGE ALL.com](#)

Call of Duty Black Ops 6 - Film

[Jul - nouvelle collection d'Or et de Platine](#)

EXTRA

Writer Yahoo Sport 2016 – 2020

Part of [No Football Colors](#)

Sport _ Fashion _ Photo _ Culture(s) _ Art(s)