

Meeting with Manon Cquoilamode

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Rencontre avec Manon Cquoilamode

Since few years, new digital jobs such as blogging and Community Management are booming. Therefore, The students in second year of Fashion and Textile program had the opportunity to meet **Manon Serra**, alias **Cquoilamode** on Tuesday 18th October.

Former student in the Master of Fashion and Textiles program, Manon launched her blog 5 years ago and created his company some months ago, and offers its services to companies to manage their social networks. Her favorite network? Instagram, of course! With over 63,000 followers, Manon has built a community that interacts with her everyday. Regarding Facebook, she has more than 15 000 followers and receives over 30 000 hits on her blog every month.

Like every job, Community Management requires a certain rigor in knowledge of the brand to promote the study of objectives, the dissemination strategy to set up and organization. When you are in freelance, there are also certain constraints to be considered: cost, time, and compensation. Regarding blogging, it also requires some investment: An ergonomic website, a photographer to shoot her looks, clean video editing

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