

## PUBLIC RELATIONS MANAGER

### Summary

Interpersonal skills, public relations.... blabla

### Experience

Public Relations Manager May 2009 to Mar 2012

Company Name 1/4 City , State

- Organizing events for the employees (celebrations, trainings, meetings) Promoting Internships : Internal and External communication Officer at La Poste regional Direction in Marseille, from June to December 2008 : Organizing events for the employees (celebrations, trainings, meetings) Promoting the organization development strategy among employees and contribute maintaining a good level of satisfaction at work Promote new services offered by La Poste to important clients in the region Constantly animate the intranet, through articles about the business or illustrating good practices or employees of the month Writing articles for the journal Jourpost, press releases regarding my projects at hand, or sales pitches aimed at heads of departments about the organization leading strategy in order for them to inform their team

Public Relations Officer May 2007 to Jul 2015

Company Name 1/4 City , State

- Contribute to organize the annual fair event PAPIER 2007 (find artists, catering, spot) Promote the AGAC in order to find sponsors to support the Association during the annual recurrent fair event Papier Suggest a marketing strategy plan to appeal to private as well as public donors Photography Assistant at the photo gallery at Paris Match, Hachette Filipacchi Medias, in Paris from January to May 2005: Manage the archives of photos, Analyse the new photographs to be bought or rejected, Communicate with the photographers.
- Promoting Kedge-Business school (previously Euromed-Marseille) in June 2004: Communicate with the future students, Organize the interviews order, Provide assistance to the jury, Manage the supply stocks for the event and, Participate in tours of the city.
- Project Manager for Gestion Lastchance from May to July 2007.
- Relevant coursework: Consumer behaviour Marketing communications Marketing management Advertising campaign management Change management Intern Communication.

Regional Communication Manager Feb 2013 to Feb 2014

Company Name 1/4 City , State

- Develop and follow the executive communication strategy for all the Chambers Press Relations (advertising campaigns, press kits, press releases) Events (speech writing, managing service providers, Drafting both corporate and executive communication media (support the local Chambers through providing them proven tools, leaflets, posters created regionally) Define with a graphic agency the new signature of the CRMA PACA and roll it out to all of the Chambers.

### Education

Bachelor of Science , Marketing Communications East Tennessee State University 1/4 City , State

Master of Science , Communication 2008 IAE d'Aix-en-Provence 1/4 City , France

Master of Science , Change management (human ressources) IAE d'Aix-en-Provence 1/4 City , France GPA: GPA: 3.7 GPA: 4.00

Bachelor of Science , Marketing 2006 Kedge Business School 1/4 City , France

Cambridge Advanced Certificate of English obtained in 2001. - Cambridge First Certificate of English in 2000. - Scientific Baccalaureate (General Studies Certification), European (English-speaking) mention, obtained in 2003, in an international high school, in Luynes, France.

Master 2 en Management de la Communication d'entreprise, 2008/2009 Diplôme d'Université Communication et Management du Changement, IAE d'Aix-en-Provence, Puyricard, France.

Bachelor of Business Administration , Spécialité Marketing Communications 2006/2007 East Tennessee State University 1/4 City , State ,

USA Spécialité Marketing Communications Diplôme du Programme Cesemed, Euromed Marseille Ecole de Management, Marseille, France. programme franco-américain (double diplôme) Divers Autonomie, Polyvalence Intéressants : voyages, lecture, théâtre Permis B

### Accomplishments

- Media planning.
- Media.
- Academic experiences: American Marketing Association member: AMA is one of the largest marketing organizations in the world (over 38,000 members worldwide) that enables its members to keep up with the marketing news and provide them with opportunities to meet professionals and develop their skills.
- <http://www.marketingpower.com/my-marketingpower.php> Second Life project: developed a marketing plan to launch a product in an online community.
- Sales demonstration: professional sales presentation of a travel bag from LANCEL.
- Advertising campaign project: SWOT analysis of McDonalds, Research and analyse the fast food industry current situation (who are our competitors.
- What differentiates us from them.
- Stage of industrial growth ?...), Create a survey to evaluate the current situation of our product to advertise: "Spicy Chicken burger" from McDonalds, and determine the target market segment, Define the brand positioning strategy and select the appropriate media, Establish the financial budget for the campaign choosing the best ways to promote our product efficiently, Create the ads.

### Languages

Fluency in English and French and intermediate level in Spanish

## Skills

Projet management, Change management, writing skills