

Born 25 October 1977, french
Cell : +33 660 450 096

@ : lifestyle@businessmadame.com

Core domain of expertise : Media management, Public relations, Brand positioning

Skills : Communication + Marketing +10 years of experience (digital influence, brand marketing, pr, partnerships, edition, planning, event, sales)

Excellent network : journalists, influential business professionals, artists, designers, ...

Experience

Ø **AUDI LIFESTYLE MEDIA MANAGER**/ oct 2010 - dec 2011 – Shortcut PR agency / myaudi.fr

A detailed job description can be downloaded here :

<http://andreefraiderikvertino.files.wordpress.com/2012/01/prp-afv12-skills-eng1.pdf>

Ø **Design consultant** / 2010 – Same Same TV / samesameparis.com

Producer of editorial content for a web tv design programm.

Ø **Associate director** co-founder / 2008 - 2010 / cooperativedesign.fr

Innovative research design lab, that won Paris Innovation and Paris Capitale de la création labels – In charge of strategic marketing : partnership, developpement, editorial, PR.

Ø **Manager** founder/ 2006 – 2011 / businessmadame.wordpress.com

Brand marketing + communication strategy – Editor in chief, webmastering, ...

Ø **Communication consultant freelance**/ exemples - **2020 Patrimoine Finances (march 2007)** : MD's media training & coaching - **PR (2005 - 2007)** professionnel soccer player Philippe Mexès **AS Roma - Marithé et François Girbaud (2005 - 2006)** art exhibition with Sony and Le Public Système agency - **Kenzo Parfums/ Fujitsu Siemens (2005 2006)** event project manager for retail teams training rodashows - **agence A Touch Of (2004 2005)** developpement manager France + Belgium (Cartier, Sanofi Aventis, Devred, Les Indépendants de la Radio) - **Morgan / june 2004** original retail event concept for Champs Elysées flagship store + DJ Ariel Wizman

Ø **Sales Manager**/ jan. 1998 - nov. 2004 / clubmed.com

Accor group : Club Med + Club Med World

Position : a member of the BU board comittee liaising with and reporting to MDs, marketing, communication and financial departments, ... Management of a team of junior sales officers. In charge of benchmark, product developpement, represent the brand at key business events. BtoB sales developpement and key accounts management (+4M€ HT)

Initially hired as a BtoB travel Producer – Club Med Affaires 1998 - 2000.

Ø **Customer service officer**/ jul. 2001 – jan. 2002 / **MWB** Marylebone Warwick Balfour PLC

Serviced offices' communication coordination and customer relation management.

Formations/ Etudes

ESSEC business school:

- Maîtrise sciences de gestion Marketing Développement Commercial / 2007/2010
- Programm « Management au féminin » Women's Forum & Essec Ventures Promotion 2008, special grant from Fondation HSBC for Education

Advancia : IFEW « International Female Entrepreneurship Workshop » ADVANCIA with Erasmus Women Entrepreneurs in the EU (WEEU) – Sept 2009

IESA : Art exhibition management - MP 202

CPJ : Media management

Université Paris XII : Deug d'Anglais Langues Littérature Civilisation Etrangère 1995/1997 (niveau)

College Saint Exupéry Créteil : Baccalauréat Littéraire/ 1995

Others :

- Accounting responsibilities (Union Régionale des SCOP)
- BtoB CRM (MWB Marylebone Warwick Balfour PLC)

Languages

French/ English/Italian EMT 102/120 au TOEFL, Spanish (fluent), Japanese (beginner)
MS Office + Mac OS

Hobbies / Not for profits organisations, volunteering

Ø **Teacher** – Education Nationale : sales, economics, business laws. Académie de Créteil, Lycée Val de Beauté Nogent S/Marne Ø Volunteer for after school homeworks support + recreational activities : design, architecture, arts and crafts for kids - DASCO Ville de Paris Ø involvement in various not for profit organisations such as : **Paroles de Femmes** association, **Muses & Mentors**, artistic organisation, **Fondation Club Méditerranée** (visiting in needs hospitalized children and assisting homeless with the Restaurants du Cœur).

Speaker/Conferences

Ø 'matière, couleur et luxe' with designer Karine Arabian. **Cooperative Design/ sept 2008** Ø Understanding the private sector and commercials organisations for master students. **Science Po Paris/ march 2006**