

Carole-anne  
Vérines

## Event Communication



36 years old - Driving License -  
France

### CONTACT

☎ 06 60 82 11 83

✉ [caroleanneverines@gmail.com](mailto:caroleanneverines@gmail.com)

### ABOUT ME

PR Communications & Event Management professional with innovative thinking style to successfully project manage high profile corporate and public events.

An accomplished, intuitive communicator, able to engage and build relations with clients and the media, and support marketing teams in growing the market profile and reputation of global brands.

## EXPERIENCES

### Event Manager

Free Lance - Since June 2015 - Freelancer - France

- ▶ Seminar Le Bon Coin 330 pax in Prague (Czech Republic)
- ▶ Seminar Wella (Procter & Gamble) 355 pax in Salvador De Bahia (Brazil)
- ▶ Evian Championship (Evian les Bains). Logistics in phases of assembly, operation and dismantling of the event. 38,000 visitors. <http://www.evianchampionship.com/en/>
- ▶ Team building and Cartier Evening Day (Cannes)
- ▶ Sosh Freestyle Cup (Marseille), upstream and logistics operations. <http://www.soshfreestylecup.com>
- ▶ Seminar Cofely, Pullman Bercy and Evening at the Museum of Fairground Arts (Paris)

### Senior Project Manager

La Sud Compagnie - November 2014 to June 2015 - Full-time - Marseille - France

- ▶ Event Manager of "La Journée des plantes d'Albertas" (21 000 visitors) and the opening of the third lane Marseille - Aubagne
- ▶ Establishment of partnerships with CPA, Botanic, Société Marseillaise de Crédit, La Provence, the Canal de Provence ...
- ▶ Media Plan Management (of 4x3 poster campaign, radio, e-mailings)
- ▶ Press relations (press releases, files and press reviews)  
Contacts with journalists and setting up interviews
- ▶ Management and monitoring of communication tools (programs, posters, brochures, invitations, hanging banners, web content, video report)

### Logistics Manager "Medays 2014"

Agence Publics - November 2014 - Freelancer - Tangier - Morocco

- ▶ Responsible for the data base of participants
- ▶ Creation of documents for various logistics providers (transfers, accommodation, catering)

### Logistics Manager - Semifinal H-Cup Toulon/Munster

Carma Sport - May 2014 - Part-time - marseille - France

- ▶ Management about all staff access (2500 people) on the semifinal sunday april the 27th (8 different zones according to the type of population - staff, journalists, VIP, partners, committees..)
- ▶ Organisation of the road for disabled people
- ▶ Parkings logistic
- ▶ Manager of the keys, the talkies and the catering for the staff during 4 days

### Exhibitions Manager

Eurocopter - January 2013 to December 2013 - Part-time - Marignane - France

- ▶ Organisation of Airshows of Eurocopter
  - ▶ Aero India Bangalore February 2013
  - ▶ Abu Dhabi Air Expo March 2013
  - ▶ Lima Malaisie March 2013
  - ▶ Idef Istanbul May 2013
  - ▶ Heli Russia Moscow Mai 2013
  - ▶ Le Bourget Paris June 2013
  - ▶ Helitech London September 2013
- ▶ Client meetings, defining project scope and budget, and advising on event programmes
- ▶ Formulating project delivery plans, setting priorities, critical paths
- ▶ Budgetary control, resource planning, allocation and co-ordination
- ▶ Working closely with EADS Exhibitions & Events Team and subsidiaries to organise Group Airshows
- ▶ Consulting with client personnel, and sales, marketing, technical and logistics teams
- ▶ Organising logistics for static indoor and outdoor aircraft displays
- ▶ Involving in call of tender for stand builder with procurement and finance department

- Co-ordinating the design, builds, protocol and set up positioning of stands within deadlines
- Organising on and off site facilities, including badges, catering, hotels, flights and airport transfers
- Ensuring compliance with company health, safety, welfare and security policies

## Production / Logistic - International Film Festival of Marrakech

Le Public Système Cinéma - November 2012 to December 2012 - Freelancer - Marrakech - Morocco

- General Logistic on the Festival
- Manager of the data base of the Festival
- Organisation of transport, transfert, hôtels for VIP, partners and staff people.

## Freelancer - Production manager

Sagarmatha (Le Public Système) - September 2012 - Freelancer - Ile de France - France

Supervision and reinforcement on the seminar Vilmorin Jardin (110 pax)

## Freelancer - Production manager

Zenith Optimedia (Moxie) - August 2012 - Freelancer - Monaco - France

Organization of a shooting photo for 4 new hybrid models of the brand Toyota. In partnership with "L'Equipe"

## Logistic and Production Manager

La Washing - September 2010 to July 2012 - Full-time - Paris - France

- Defining projects and production of the agency \* Meeting with clients for briefing
- Looking for places and suppliers
- Quotation / Command
- Managing inscriptions via data base
- Logistic responsibilities ( Pre and post-routing, transfers, transport, charter, hotels, catering)
- Writing work documents and participant documents
- Exploitation
- Budgetary control
- Budget balance post-event

## Event Production and steward

Le Public Système, Sagarmatha, Les Ateliers Christofle - May 2010 to July 2010 - Freelancer - Paris, IDF, etc... - France

- Event production manager
- Event logistic manager
- Steward

## Event Project Manager

Les Ateliers Christofle - February 2010 to April 2010 - Part-time - Saint Denis - France

- Event Logistic
- Organisation of dinner meeting for Rugby Tournament
  - France-Ireland 500 pax
  - France-Italy 150 pax
  - France-UK 1200 pax
- Looking for new clients, commercial cotation, meeting with prospects
- quotation for tender
- Generale Steward

## Event production assistant - Tournament Evian Masters 2009

Pro-Déo - June 2009 to August 2009 - Part-time - Evian-les-Bains - France

- ▶ Logistic and administrative part (golf cars, talkies...)
- ▶ Organization of parkings badges and telephony mobile
- ▶ Organization and planification of Staff Car and money staff

## Marketin and communication manager

Ségécé Groupe BNPParibas - October 2008 to June 2009 - Cooperative Education Work - Montesson - France

- ▶ Organization of outdoor and indoor communication of the commercial gallery
- ▶ Planning médias and organizing promotionnels opérations
- ▶ Creation of Partnership with Maisons-Laffitte Racecourse
- ▶ Establishment and analysis of quantitative survey
- ▶ Planning of General assembly

## SKILLS

### General

- ▶ Reactivity
- ▶ Adaptation
- ▶ Autonomy
- ▶ Force Proposal
- ▶ Creativity

### Communication

- ▶ Event : Public, Convention, Séminar, Awards, Roadshow, Shows, Congrès, Festival
- ▶ Logistic
- ▶ Technical assistant - General Steward
- ▶ Production et Post production
- ▶ Financial management

### Langues

- ▶ English
- ▶ French (maternal language)

### Informatique

- ▶ File Maker Pro
- ▶ Maitrise du pack Office
- ▶ Evenium
- ▶ Sage
- ▶ Staff Planner
- ▶ CRM

## INTERESTS

### Sport

- ▶ Squash
- ▶ Kitesurf

### Voyages

- ▶ Other
- ▶ Australie, Colombie, Equateur, Chine, Thaïlande, Philippines, Turquie, Grèce

### Musique

Piano

## EDUCATION

### International Advertising Association's: Diploma in Marketing Communications

ECOLE SUPÉRIEURE DE PUBLICITÉ

September 2006 to June 2009

### Bachelor Chef de Publicité

ECOLE SUPÉRIEURE DE PUBLICITÉ

September 2008 to June 2009

Chargée de communication et de publicité"(enregistré au RNCP et certifié de niveau II

La plus ancienne école française de communication.

<http://www.rncp.cncp.gouv.fr/grand-public/visualisationFiche?format=fr&fiche=12562>

### TOEIC

ECOLE SUPÉRIEURE DE PUBLICITÉ

September 2008 to June 2009

Score TOEIC: 870