

# GAËLLE ROLLET BERRAUTE

## Marketing - Communication - PR

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Drivers licence (clean)



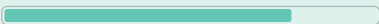
## Professional experience

- **Event project assistant** / From April to October 2014 (6 months)  
Palm Beach Événementiel - Preparation / coordination of events, operational and logistical organisation, commercial follow-up, visual communication
- **Tourist advisor** / From July to September 2013 (3 months)  
Office de Tourisme Capbreton - Welcome and customer information, management of database, documentation and partnerships, sales, quality approach, community management
- **Communication and PR assistant** / From April to June 2013 (2 months)  
Com'Presse - Prospection, PR, marketing and business strategies, community management, promotion, sales management
- **Communication and PR assistant** / From April to August 2012 (4 months)  
Element Europe - Promotion and public relation strategies, production and development of communication supports, business intelligence, prospection, community management, events
- **Marketing and retail assistant** / From May to July 2011 (3 months)  
Billabong USA (CA, USA) - Marketing strategies and actions, business intelligence, retail business, merchandising, communication, events, paperworks

## Education

- **MBA Management of Tourism and Services** / 2012 - 2014  
Groupe Sup de Co La Rochelle (Business School of Tourism) - First class honours. Specialty events project management. Diploma in partnership with ESG-UQAM (Montreal) and accreditations : TedQual / AACSB / ISO 9001. Certification RNCP level I (recognised by the French State)
- **Master's Degree in Law, Economics and Administration** / 2012 - 2014  
University of Angers IMIS-ESTHUA (ITBS) - Upper second class honours. Speciality management and development of tourism, hospitality and leisures
- **Bachelor's Degree EGC (Bachelor of CCI)** / 2009 - 2012  
EGC Bayonne (Business School) - Upper second class honours. Degree in business, marketing and management, certification RNCP level II (recognised by the French State)

## Personal skills

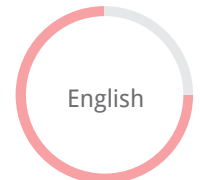
  
Spirit of initiative – Self-reliance  
Interpersonal skills – Adaptability  
Open-mindedness – Creativity  
Ability to handle responsibility  
Reliability - Team spirit

## Interests

- Humanitarian and charitable works (Mexico and France with Rotary International)
- Associations : Rotex 1690, Rotaract
- Travels ● Sports : dance, fitness
- Interior design – Cooking – Fashion  
General Knowledge – Cinema  
Gardening...

## International experience

- 2008: Student Exchange during one year in Mazatlán, Mexico (Rotary)
- 2011: Internship (3 months) in Los Angeles, USA
- Travels: Mexico, USA, UK, Portugal, Italy, Spain Reunion (Island),...



## IT skills



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## Additional information

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## Professional experience: examples of projects

### ● Event project assistant

Palm Beach Événementiel - Assist in preparation of the event (logistics, service providers,...) and coordinate the reception on D-day (organisation, team management...)

Manage logistics, stocks, guests, transports...

In charge of publishing and communication tools related to event organization (signage, badge, seating arrangements, menu, company brochure...), business propositions and reports (fact sheet, action plan...)

Research and select service providers necessary to event needs

### ● Tourist advisor

Office de Tourisme Capbreton - Meet client's needs on specific products or services: propose touristic trails and visits

Manage and animate social networks: editing and publication of posts (photo / video, practical information...), promotion of providers...

Update and renew partnerships (packages, preferential tariffs...)

Assist in preparation of certification 'Qualité Tourisme' for the office

### ● Communication and PR assistant

Com'Presse - Prospection and conception of listings, contact and manage requests from journalists (national media)

Promotion and communication of the book, Reporting on e.reputation, media impacts...

Administrator of social networks and blog (Facebook, Twitter, LinkedIn, Viadeo...): entertainment, publishing, search for new followers, marketing intelligence, research subjects...

### ● Communication and PR assistant

Element Europe - Responsible for the press book, showroom and brand products: management of items (clothes, shoes), proposal and send to journalists / bloggers (european and international media), collect and archive publications...

Community Management for women collection (Element Eden): animation, publication, setting up of contests, business intelligence... on Facebook, Pinterest and Instagram networks

In charge of the promotion and the communication in the media: product selection, sending communication tools to the media (advertising, photos, videos, brochures)...

Creating of press kit for communicating about the limited collections

### ● Marketing and retail assistant

Billabong USA (CA, USA) - Market studies and mapping for creating and setting up an temporary outlet store in the South of California

Realisation of reports and suggest solutions: evaluation, analysis of the communication and reputation of the Billabong USA and its brands on the internet (official sites and social networks), partnerships...

Merchandising of new collections in multi-brand retailers (Becker) and showcase of Billabong products

Preparation (logistics, materials...) and coordination during Billabong surf camp (special events)

## More Experience

### Billabong Europe

From April to June 2010

(2 months)

Events assistant  
(preparation, organisation and coordination of the Sales Meeting Summer 11')

### Office de Tourisme du Seignanx

From June to August 2009

(3 months)

Tourist advisor