

Coline Pourtier

COMMUNICATIONS AND MARKETING OFFICER

Reliable high-energy communications and marketing officer consistently applying a combination of creativity and impeccable organizational skills to carry high-quality work off even when working to tight deadlines. Passionate about creating unique experiences and translating emerging trends into successful product lines that connect with consumer's needs, deliver value and increase profits. Known for ability to identify opportunities and devise innovative strategies while inspiring others to jump on board.

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SKILLS

IT

Adobe Suite (Ps, Id, Ai)



MailChimp



Sales Force CRM



Wordpress / Wix



Microsoft & OS Suite



Languages

French : Native

English : Professional working proficiency

German : Elementary proficiency

Research Works

- 2017 « The ethics marketing era : the green cosmetic brands case »
- 2016 « Engaged consumers and green purchasing :the cosmetic brands case »

EDUCATION

Master's Degree in Marketing

« Managing sales teams »

2015 - 2017 | ISEM - Montpellier 1

Bachelor's Degree in Communications

« Corporate communications »

2012 - 2015 | Université J.Moulin - Lyon 3

HOBBIES



Horse care
and riding



Homemade
cosmetics



Vegetarian
cooking

EXPERIENCE

Junior Communications Officer - Since Oct. 17

Secrets de Miel - Cosmetic industry (Direct sales) - Nyon (CH)

- Designed communication tools, marketing and sales supports
- Devised and coordinated the Api'Box project that specializes in wellness, detox and beauty (1000 sample cases)
- Led social networking trainings with 700 consultants
- Managed 100 Instagram and blog partnerships and increased our social media following by 60%
- Organized photo shoots and integrated content on our website
- Coordinated corporate events

Communications & PR Assistant - Oct. 16 / May 17

Darwel - PR agency specializing in luxury goods industry - Lausanne (CH)

- Implemented, managed and monitored 100 press services for Swiss Exhibitors at Baselworld Watch and Jewellery Show 2017
- Managed blog partnerships, led meetings between influencers and watchmaking brands at Baselworld
- Coordinated recruitment and training of the hostesses working at Baselworld
- Received journalists and handled demands at the Swiss Press Center
- Attended press conferences for several watchmaking brands
- Led press monitoring (mass mailing, press clippings)

Marketing Assistant - Dec. 15 / Mar. 16

Swisseden - Cosmetic and dietetic industry - Geneva (CH)

Coordination assignment for the market launch of Kale Health brand (kale capsules, energy drink, chips and detox kit)

- Led market studies, competitive monitoring and statistics
- Supported the creation of the official website using Wordpress

Marketing & Communications Assistant - Apr. / Jul. 14 and Avr. / Aug. 15

Voxelia - 3D animation Software publisher - Belfort (FR)

- Led market studies
- Enhanced marketing plan
- Overhauled corporate communication tools by creating new product positioning and new graphic identity
- Coordinated PR relations

Events Project Manager - Sep. 14 / Mar. 15

In association with PILOT and DDB Nouveau Monde - Lyon (FR)

As part of a college project

Managed a seven-student team for conceptualization and organization of the Golden Com Ceremony, which awarded the best creative idea for PILOT's campaign.