

# Philippine Rubat du Mérac

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## PROFILE

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9+ years' experience in marketing and communications in the Art, Services, and Industrial sectors. I am naturally pro-active, a multitasker with an appetite to learn. My passion for Art is matched by rigorous organizational skills and a sharp eye for detail. Raised in France, I hold a current U.S. Green Card.

## PROFESSIONAL EXPERIENCE

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Feb 2016 – Aug 2017  
(1 year 6 months)

**Registrar & Communication** at the [Niki Charitable Art Foundation](#) – San Diego, USA  
*Reported to NCAF Archives Director & Trustees*

*Maintenance of the art collection & promotion of the artist's heritage*

- Collection Maintenance (1,000 sculptures and 5,000 graphic works of art): artwork handling, condition reports, inventory, preservation, packing
- Transport Organization: worked as a key contact for the Foundation for sending and receipt of artworks, coordination between shipping companies and recipients, pro forma invoices
- Communication: directed social media, wrote monthly newsletter, composed blogs and updates on [nikidesaintphalle.org](http://nikidesaintphalle.org)
- Image Processing: cleaned and color corrected archival pictures and artwork images for publication (online and offline)
- Market Monitoring: tracked market alerts, screened for counterfeit sales, published past auction results, built relationships with small & medium European auction houses

Aug 2015 – Present  
(2 years 5 months)

**Artist Manager** for [KASHINK, French Street Artist](#) – Paris, FRANCE

- Facilitated residency in Los Angeles (October 2018) and a performance in Paris (January 2018)
- Facilitated artist's residencies at PowWow Long Beach and at the Container Yard (DTLA), July 2016
- Scouted locations in San Diego, which resulted in 5 new pieces in-situ in Barrio Logan, July 2016
- Organized first Paris solo show of artist – December 2015 : *Paris, Chéri-e*
  - Media coverage: wrote press release and articles, managed invitations, organized press conference at opening, attended networking and media events with KASHINK, collected press reviews
  - Sponsorship: Sourced opportunities with NATURALIA and POSCA, negotiated commercial partnership with ART.COM to integrate KASHINK portfolio on their site and feature a dozen framed artworks during *Paris, Chéri-e*
  - Online & Offline communication: Created & maintained the [parischeriexpo.com](http://parischeriexpo.com) website and social media campaigns
  - Sales: organized private collector tour of *Paris, Chéri-e* and sold two important pieces, served as customer liaison to price and explain pieces (technique, story, and artistic intention) and insure delivery of authenticity certificates
- Launched KASHINK's first book: managed budget, design specs, proofing, marketing, crowd funding, and media coverage

Jun 2012 - Jul 2015  
(3 years 2 months)

**Project Manager** at Bianca Medica Agency & BFM Business, Paris, FRANCE  
*Reported to Bianca Medica Director*

*Organization of events for international pharmaceutical companies*

- Managed events for pharmaceutical companies (seminars, workshops, trainings, debates), including planning, invitations, marketing, event deliverables, and collaboration with partners and providers
- Oversaw participants and event staff to ensure flawless onsite delivery and execution
- Supervised/maintained overall event budgets, including detailed post-event reports to clients, analyzed event ROI
- Identified new opportunities with customers such as AstraZeneca, Bouchara Recordati, Boehringer Ingelheim, SNITEM
- Booked, managed, and marketed weekly international radio broadcast, "[Check Up Santé](#)," for BFM Business Radio (96.4)

Nov 2010 – Jan 2012  
(1 year 3 months)

**Marketing & Communication Coordinator** at Orange Business Services, Washington DC  
*Reported to Verticals Director*

*Explain & deliver OBS marketing best practices for all industries*

- Developed, implemented, and monitored internal & external communication plans for industrial markets
- Consolidated market analyses regarding potential clients
- Created and maintained "industrial solutions" internal portal and pages (Transport, Bank, Energy) for OBS.com
- Wrote monthly internal & external communications to valorize the OBS expertise
- Launched and managed the "OBS shipping" community on social media (LinkedIn)
- Organized training for sales teams

Jun 2009 – Aug 2010  
(1 year 2 months)

**Corporate Communication Coordinator - Alcan Packaging HQ, FRANCE**  
*Reported to Communication VP*

*Enforce CEO communication through different channels for different audiences*

- Created and maintained content for the Alcan Packaging (AP) Corporate intranet and internet sites
- Worked with Vice-President to publish announcements regarding the Amcor and Bemis divestment process, then translated English to French
- Coordinated internal and external communication actions (IT link during the divestment process)
- Organized internal & external events

Mar 2008 – Mar 2009  
(1 year)

**Internal Communication Coordinator - Air France, NYC, USA**  
*Report to Communication Director*

*Dynamise the internal communication for AF staff across the USA*

- Managed the HR intranet web site "HR4You"
- Content creation for the bi-annual quality magazine and monthly internal reports
- Created "green" projects survey (paper waste reduction, transport subsidies study) and training manual
- Graphic design for Delta Joint Venture posters

## COMMUNITY LIFE

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2014 - Present

**Grand Palais RMN Ambassador**

- Social media promotions of museum events, with special preview access to press viewings, conferences, and exhibitions

2009 – Present

**So Cute So Culture Founder & Manager**

- Created after-work cultural event series, "So Cute So Culture," to curate social outings for professionals
- Organized events at museums, galleries, theaters, restaurants, and designed corresponding programs and invitations
- Created visual brand identity across web and social media platforms

2015

**CitizenMag Cultural Contributor**

- Selected to curate Paris art venues, exhibitions and happenings for CitizenMag hotel clients and social followers (60K monthly views) Example: <https://www.citizenm.com/citizenmag/paris/places/street-art-under-a-museum>

## EDUCATION

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- 2008 **Masters in International Management**  
PARIS X Nanterre University - Major in Strategy
- 2006 **Bachelor in Economic Sciences**  
PARIS X Nanterre University - Major in Project Management

## SKILLS & INTERESTS

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<b>IT</b>	Google Analytics / Adobe Creative Suite (Photoshop, InDesign) / Office (Excel, PowerPoint) / Mailchimp / CMS (WordPress, Joomla, SharePoint) / Basic HTML / Artifex Press / ArtBase
<b>Languages</b>	French: native / English: Fluent / Spanish: intermediate
<b>Interests</b>	Reading (Novels, Poetry) / Music (ballets, classical music, operas) / Museums, Galleries, Art Fairs / Traveling (Europe, Turkey, Egypt, Israel, West Africa, China, Cambodia, Vietnam, French Polynesia, USA)