

Camille Coupet

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PROFESSIONAL PROFILE

Versatile communication and event management professional with international experience and expertise in corporate, hospitality, and marketing sectors. Skilled in coordinating large-scale events, creating engaging multi-channel content, and managing complex communication projects. Proactive, creative, and results-driven with strong project management and stakeholder coordination abilities.

PROFESSIONAL EXPERIENCE

Communication & Marketing Coordinator - THALES

Orlando, USA | 2023 - 2025

- Led internal and external communication strategy for Avionics Global Services division (+2,000 employees) and coordinated communications for the Orlando site
- Developed, monitored, and implemented comprehensive communication plans including timelines, campaigns, and multi-format content
- Managed LinkedIn communication campaigns and produced diverse content such as visuals, interviews, and videos
- Created print and digital materials including posters, flyers, institutional dossiers, and presentations
- Organized corporate events including workshops, webinars, seminars, and industry trade shows (e.g., MRO Chicago), coordinating teams and logistics
- Collaborated effectively with internal departments and external service providers to ensure seamless communication delivery
- Monitored campaign performance through reporting and KPI analysis; maintained active research on emerging communication formats

Internal Communications Officer - THALES

Bordeaux, France | 2021 - 2023

- Designed and executed internal communication strategies for the Avionics division with over 10,000 employees
- Authored editorial content including newsletters, intranet articles, and video storytelling for complex projects
- Produced and managed multichannel campaigns involving videos, visual supports, interviews, and reports
- Organized large-scale internal events such as VIP conferences, seminars, and roadshows with 500+ participants
- Coordinated graphic design, video production, IT, and HR teams to develop coherent and impactful communication materials
- Handled logistics and communication for conferences and roadshows featuring VIP speakers and large audiences
- Led content creation and campaign management for newsletters, intranet updates, videos, and visual supports

Projects Coordinator - External Relations & Partnerships - NOVO NORDISK

Chartres, France | 2020 - 2021

- Organized internal and external events including digital formats and VIP visits

- Managed digital trade show organization as main contact for partners and service providers, overseeing booth content
- Handled partnership management, press relations, and media monitoring
- Managed website, social media channels, and designed communication materials

SKILLS

- Event coordination: corporate and hospitality
- Internal and external communication strategy
- Client relationship management
- Content creation: writing, video, graphic design
- Proficient with tools: CRM, Evenium, Adobe Suite (Illustrator, Photoshop, Premiere Pro), Captcut, Social Media, Figma, Newsletters, CMS Lite (Intranet), SharePoint
- Video production and photography
- Performance analysis and KPI monitoring
- Multichannel project management
- Storytelling and editorial writing
- Print and digital media production
- Coordination with service providers and internal teams
- Stakeholder engagement
- Digital marketing campaigns

EDUCATION

MSc Marketing, Communication & Event Management - INSEEC Bordeaux (2023)

Bachelor in Communication - ESG Tours (2021)

DUT in Marketing Techniques - IUT Tours (2019)

Baccalaureate ES - Lycée Jean Monnet, Tours (2017)

LANGUAGES

French: Native | English: Fluent