

# Camille Coupet

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## PROFESSIONAL PROFILE

Versatile communication and event management professional with strong expertise in coordinating corporate and hospitality events, multichannel content creation, and project management. Experienced in international environments (USA) with a proven track record in internal and external communication strategies, stakeholder coordination, and digital campaign management. Creative, dynamic, and results-driven with excellent organizational and storytelling skills.

## PROFESSIONAL EXPERIENCE

### Communication & Marketing Coordinator - THALES

Orlando, USA | 2023 - 2025

- Led internal and external communication strategies for Avionics Global Services division (+2,000 employees), managing site-wide communication efforts in Orlando
- Developed, monitored, and implemented communication plans including timelines, campaigns, and multiformat content production
- Managed LinkedIn communication campaigns and created engaging content such as visuals, interviews, and videos
- Produced print and digital materials including posters, flyers, institutional dossiers, and presentations
- Organized corporate events, coordinating teams, logistics, and content for workshops, webinars, seminars, and trade shows (including MRO Chicago)
- Collaborated with cross-functional teams and external providers to ensure seamless project execution
- Tracked reporting metrics and performed performance analysis while maintaining an active watch on emerging communication formats

### Internal Communication Officer - THALES

Bordeaux, France | 2021 - 2023

- Designed and implemented internal communication strategies for the Avionics division (+10,000 employees)
- Crafted editorial content including newsletters, intranet articles, videos, and complex project storytelling
- Produced multichannel campaigns leveraging video, visual support, interviews, and reports
- Coordinated internal events such as VIP conferences, seminars, and roadshows with 500+ participants
- Managed cross-department collaboration with graphic design, video, IT, and HR teams to deliver coherent and impactful content
- Handled logistics and communication for high-profile events, ensuring smooth execution and participant engagement

### External Relations & Partnerships Project Coordinator - NOVO NORDISK

Chartres, France | 2020 - 2021

- Organized internal and external events including digital formats and VIP visits
- Led the organization of a digital trade show, acting as primary contact for partners and vendors and managing booth content
- Managed partnerships, press relations, and media monitoring
- Oversaw website and social media management and developed communication materials

## SKILLS

- Event coordination: corporate and hospitality
- Internal and external communication strategy
- Client relations and stakeholder management
- Content creation: writing, video production, graphic design
- Proficient with CRM, Evenium, Adobe Creative Suite (Illustrator, Photoshop, Premiere Pro), Captcut, Social Media, Figma, Newsletters, CMS Lite (Intranet), Sharepoint
- Video and photography production
- Performance analysis and KPI tracking
- Multichannel project management
- Storytelling and editorial writing
- Print and digital media production
- Coordination with service providers and internal departments
- Digital marketing and social media campaign management
- Fluent in English and French

## EDUCATION

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

**Bachelor in Communication** - ESG Tours (2021)

**DUT Techniques de Commercialisation** - IUT Tours (2019)

**Baccalauréat ES** - Lycée Jean Monnet, Tours (2017)

## LANGUAGES

French: Native | English: Fluent