



EVELINNE REGNARD

"Result-driven and internationally minded defined by win-win partnerships, quick thinking, and, creative energy"

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Born 16th August 1986 • Married
Belgian • International driving license B

Advocatory • Determined • Resourceful • Collaborative • Enterprising • Proactive

SOFT SKILLS

Client-focused, strong networking skills, business acumen, organised and intuitive, autonomous, team player, creative innovator

COMPETENCIES

EVENT & PROJECT MANAGEMENT

Live events, seminars, trade shows, VIP visits (including those involving official protocol), artist and talent management

MANAGEMENT

Project team leadership, mentor and coach, partnership and supplier coordination

MARKETING AND COMMUNICATION

Sponsorship and partnerships, brand strategy, public relations...

SALES

Ensure revenue growth and customer satisfaction, maintaining a long term relationship with accounts and maximising sales opportunities

PROFESSIONAL TRAINING

Prince2 project management certified:
Practitioner level

Crisis Management

First Aid certified

EDUCATION

2004 - 2008

BA Event & Project Management

Degree Summa Cum Laude

Karel de Grote Hogeschool University, Anwerp, Belgium

Sept. – Dec. 2007

Marketing & International Business

Erasmus

Corvinus University, Budapest, Hungary

1998 - 2004

Economics & Modern Languages

Diploma

Klein Seminarie, Hoogstraten / Mater Salvatoris, Kapellen, Belgium

LANGUAGES

Dutch: Mother tongue

French: Professional - bilingual

English: Professional - bilingual

German: Working knowledge

INTERESTS

Music: Concerts and festivals, 12 yrs choir and solo singing incl. professional engagements, 6 yrs piano, 3 yrs flute

Fine dining: French, Italian, Asian...

EXPERIENCE

Since June 2012

EVENT & PROJECT MANAGER

British Embassy Paris

Mission: Promote UK interests and enhance the UK's reputation in France through high-profile corporate campaigns and prestigious events

Expertise:

- **Events & project management:** Conceptualisation and management of high value events and projects in line with the economic, cultural and political priorities
- **Management:** Project team leadership. Generating the flow of ideas and implementing change, working jointly across the organisation to deliver value for money. Mentor and coach to junior staff
- **External relations:** Optimising the impact of events and partnerships: influencing, public relations and networking
- **Partnerships:** Identification, negotiation, establishment and management of partnerships with suppliers and key stakeholders in strategic sectors (luxury, music, culture, agro-food, wines and spirits, automotive, finance, department stores, etc.)
- **Campaigns:** Launch and management of direct and digital marketing and communication campaigns [Les Voisins](#) and [GREAT](#)

July 2010-Dec. 2011

KEY ACCOUNT MANAGER

Proximum Group

Mission: Identify new opportunities and upsell recurring business offers to international companies. These tailored to complement their strategy and growth through major B2B conferences

Expertise:

- **Key Account Management:** developing, retaining and enhancing loyalty of an international client portfolio of over 5,000 contacts
- **Marketing:** design and implementation of marketing and communication plan
- **Management:** recruitment, training and coaching of international project managers

July 2013-2016

April-Dec. 2008

ARTIST & CREW MANAGEMENT

ID&T Belgium

Mission: Accompany high-profile artists at live events including Tomorrowland, Armin Only, Black, David Guetta to enhance both the artist and visitors experience

Expertise:

- **Artist management:** managing expectations of approximately 450 artists per festival weekend: proactively planning for requirements of highly demanding stakeholders (accreditations, riders, transportation, logistics, etc)
- **Risk management:** dealing with and resolving problems to meet tight deadlines in a high-pressure environment

March-June 2010

SEARCH MANAGER

Pixmania

Mission: Develop Belgian and Dutch markets for a leading European online retailer of electronic goods to maximise sales

Expertise:

- **Search Engine Optimization (SEO) and Search Engine Marketing (SEM)**
- **Digital Marketing:** Tracking site activity and analysing keyword research using Google Analytics. Performing competitor SEO research, defining search strategies to achieve business goals