

# Evelinne Regnard

## EVENT PROJECT MANAGER

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*"No matter how good the team or how efficient the methodology, if we're not solving the right problem, the project fails" – Woody Williams*

## General

### PERSONAL INFORMATION

- Born 16th August 1986, Ekeren, Belgium
- Married, one child
- International driving license B

### LANGUAGES

- Dutch: Mother tongue
- French: Professional - trilingual
- English: Professional - trilingual
- German: Working knowledge

## Education

### Karel de Grote Hogeschool

Antwerp, Belgium

BACHELOR IN EVENT AND PROJECT MANAGEMENT

2004-2008

### Corvinus University

Budapest, Hungary

ERASMUS MARKETING AND INTERNATIONAL BUSINESS.

2007-2007

### Mater Salvatoris

Kapellen, Belgium

ECONOMICS AND MODERN LANGUAGES

1998-2004

## Experience

### British Embassy

Paris, France

EVENT AND PROJECT MANAGER

June 2012 - Now

- Promote and enhance the UK's reputation in France through corporate campaigns and prestigious events.
- Events and 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

## Proximum Group

Chaville, France

### KEY ACCOUNT MANAGER

July 2010- Dec. 2011

- Ensure revenue growth and customer satisfaction, maintaining a long term relationship with accounts and maximising sales opportunities.
- Identify new opportunities and up-sell recurring business offers to international companies. These tailored to complement their strategy and growth through major B2B conferences.
- 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.

## Pixmania

Gennevilliers, France

### SEARCH MANAGER

March 2010 - June 2010

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

## Extracurricular skills

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### SOFT SKILLS

- Excellent communication skills in Dutch, French and English, both verbal and written.
- Strong negotiating skills and Financial awareness and business acumen.
- Willingness to travel to other locations and venues where this is required.
- Strong networking skills with the proven ability to build and maintain strong customer relations.
- Attention and accuracy to detail.
- Good understanding of Health and Safety working practices. I am first Aid certified.

## AhnLab

S.Korea

### UNDERGRADUATE STUDENT REPORTER

Oct. 2012 - Jul. 2013

- Drafted reports about IT trends and Security issues on AhnLab Company magazine.

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