EVELINNE REGNARD

*“Result-driven and internationally minded defined by win-win partnerships, quick thinking, and, creative energy”*

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[www.linkedin.com/in/evelinneregnard](http://www.linkedin.com/in/evelinneregnard)

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**](https://www.prince2.com/uk/what-is-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, Hungry

**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 signing incl. professional engagements, 6 yrs piano, 3 yrs flute

**Fine dining:** French, Italian, Asian…

EXPERIENCE

Since June 2012 EVENT & PROJECT MANAGERBritish 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](http://lesvoisins.shorthand.com/fr/) and [GREAT](http://www.greatbritaincampaign.com/)

July 2010-Dec. 2011 KEY ACCOUNT MANAGERProximum 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 MANAGEMENTID&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 MANAGERPixmania

**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