

ALICE BOUBETRA

COMMUNICATION EVENT & MARKETING MANAGER



I build the strategy that will help you gain visibility and notoriety,

I support your sales force, I organize your best events, and guarantee you a strong and differentiating employer brand.

37 years old
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EXPERIENCES

COMMUNICATION EVENT & MARKETING MANAGER



Assystem Project Management - Since September 2022 - Full-time - Aix-en-Provence - France

- COMMUNICATION
 - Development of the communication strategy
 - Development of the communication plan
 - Development of the employer brand strategy
 - Construction and compliance with the communication budget
- DIGITAL
 - Content strategy
 - Website redesign
 - Content creation SEO/SEA
 - Social networks (10k community)
- EVENTS
 - Organization of local, national and international trade fairs
 - Webinar organization for up to 500 people
 - Organization of internal conventions for 50 to 300 people
 - Organization of remote events (Webikeo platform)
 - Organization of specialized trade forums
 - Permanent search for event venues at national level
 - Search for entertainment for events
- MARKETING
 - Support to the sales force
 - Drafting of offers in collaboration with the trade
 - Creation of support for sales engineers
- EMPLOYER BRAND
 - Creation of employer brand campaigns
 - Creation of employee and recruiter portraits
 - Implementation of employee loyalty events

COMMUNICATION EVENT & MARKETING MANAGER



JIFMAR - February 2022 to August 2022

- COMMUNICATION
 - Development of the BtoB communication strategy
 - Development of the media plan while respecting the allocated budget
 - Development and implementation of the internal communications strategy
 - Institutional communication (banks, territories, investors)
 - Purchase advertising space
- DIGITAL
 - Website redesign
 - Content creation SEO
 - Social media management
 - Creation of email campaigns
- EVENTS
 - Organization of local, national and international trade fairs
 - Organization of press trips with journalists
 - Organization of customer visits to shipyards
 - Internal convention organization
- PRESS

- Press relations management
- Organization of press conferences
- Creation of a press kit
- Interview and press interview newspaper
-Organization of press trips
- **MARKETING**
 - Development of the marketing strategy based on the company's business units
 - Creation of supports dedicated to the sales force
 - Marketing automation
 - Implementation of a CRM tool

COMMUNICATION & MARKETING MANAGER

Nice

Nice France - July 2017 to December 2020 - Full-time - Aubagne - France

- Nice is the number one choice in the management of integrated automation systems, thanks to a complete variety of smart and user-friendly products

Turnover 2019 : 45 M€

Workforce : 110 people

Annual Communication & Marketing budget : 1.2M€

- **COMMUNICATION**
 - Development of the BtoB & BtoC communication strategy
 - Development of the "Brand Awareness" strategy
 - Development of the media plan within the allocated budget
- **DIGITAL**
 - Adwords & Display campaign management
 - Campaign analysis
 - Website creation
 - Content creation
 - SEO / SEA
 - Social media management
 - Creation of emailing campaigns
 - Brand e-reputation management
- **EVENTS**
 - Organization of local, national and international fairs: stand from 50m² to 250 m²
 - Organization of press trips with journalists
 - Organization of customer visits to headquarters
 - Internal convention organization (110 people)
- **MARKETING**
 - Development of product marketing strategy
 - Creation of a network of installers certified "Nice Smart Center" (90 installers to date)
 - Creation of customer show-room in order to increase the visibility of the brand in the sales point
 - Implementation of customer loyalty programs
 - Creation of supports dedicated to the sales force
 - Install and stimulate a marketing culture, a sense of customer-oriented service
 - Ensure a permanent competitive intelligence
- **PRESS**
 - Press relations management
 - Organization of press conferences in France and abroad
 - Creation of a press kit
 - Interview and press interview

- Press collecting
- Organization of press trips



COMMUNICATION & MARKETING MANAGER

TWIN JET - January 2013 to May 2017 - Full-time - Aix en Provence - France

- Founded in May 2001, Twin Jet is a French airline company. The company operates 200 weekly regional flights to serve 14 destinations in France and Europe.

Turnover 2017 : 25 M€

Workforce : 100 people

Annual Communication & Marketing budget : 600k€

- **MARKETING**
 - Yield Management
 - Define the business strategy of the company
 - Finely analyze the market to identify opportunities
 - Understand the needs and expectations of customers: set up quantitative and qualitative marketing studies.
 - Develop a marketing plan
 - Consult external service providers: communication agencies, printers, graphic designers, carriers ...
 - Ensure a competitive intelligence
- **COMMUNICATION**
 - Define the communication strategy : BtoB & BtoC strategy
 - Ensure the visibility of the company in medias
 - Organize and supervise operations with partners
 - Total website redesign
 - Elaborate the annual budget
 - Design or carry out communication actions or tools (brochures, posters, newsletters, etc.)
 - Creation of an inflight magazine
 - Manage press relations
 - Organization of events: trade fairs, press conferences, product launches, contests, web and radio partnerships, workshops

COMMUNICATION OFFICER & SALES ADMINISTRATION



BJ LAMY INTERNATIONAL - September 2010 to September 2012 - Cooperative Education Work - Aix-en-Provence - France

- BJ Lamy International is a company which sells irrigation equipment for professionals as: Leroy Merlin, Castorama, Gedimat
- **SALES ADMINISTRATION**
 - Definition of wholesale sales logistics and implementation of it
 - Creation of sales offer
 - Centralization and analysis of feedback and disputes from buyers (quality, deadlines, delivery conditions)
 - Management of Import - Export procedures
 - Establishment of delivery schedules with production management
 - Definition of allocation priority lists according to the characteristics of the different markets
 - Triggering of restocking
 - Proposals to buyers of products in the context of occasional or seasonal operations or new products
 - Development and analysis of activity dashboards

- After-sales service
- COMMUNICATION
 - Communication strategy
 - Creation of multi media campaign
 - Budgeting
 - Analysis of the campaigns results
- SECRETARIAT
 - Writing (letters, emails, faxes, in 3 languages)
 - Management of complex calendars
 - Call screening, e-mail management,
 - Physical reception of clients
 - Mail and parcel management
 - Various expeditions
- EVENTS
 - Exhibition, fair organization

SKILLS

ABILITIES

- Dynamic - Rigorous - Autonomous - Motivated - Versatile
- Teamwork - Listening
- Sense of humor - (Important in a crisis, but not only!)

COMMUNICATION- MARKETING

- Strategy - Project management - Content Writing - Organization of events - CMS - SEO - SEA
- Press Relations, PR Newswire
- Community Management
- Sales operations - Product Launch

PARTICIPATING MANAGEMENT

Management of teams by involving them as much as possible and enhancing them

LANGUAGES

- French : mother tongue ★★★★★
- English : read,spoken,written ★★★★☆
- Italian : read, spoken, written ★★★★☆

SOFTWARE

- Office Pack, MailChimp, MailUp, Sarbacane, Hors Antenne, Google Ads, Google Display,Google Analytics, Teams, Sharepoint, Microsoft Dynamics 365 ★★★★★
- Good notions of: Photoshop, Amadeus GDS ★★★☆☆
- Expert : Canva ★★★★★
- Expert : Capcut ★★★★★

EDUCATION

- **September 2010 to October 2012** - Esupcom - Master Communication Manager
Combining inspiration, imagination and strategic plans on a daily basis, He applies his know-how both to the advertiser and to a communication agency. He masters important management and expression techniques but never ceases to be surprised, to seek, to imagine, to innovate, to create.

- **September 2010 to October 2012** - Esupcom - Master Management & Company's strategy
The European Master Management and Business Strategy aims to develop the capacities of each student to develop strategies by adopting an approach in a real situation in a company, as part of the work-study program or an internship allowing to enhance the analysis, reflection, implementation and control.
- **September 2008 to June 2009** - La FORBINE - Licence 3 Communication
- **September 2006 to June 2008** - Lycée Paul Cézanne - BTS Assistante Trilingue Français Anglais Italien
- **September 2004 to June 2005** - Lycée Emile Zola - Baccalauréat Série Littéraire

INTERESTS

MUSIC

Fascinated by music, I've been practicing singing for 20 years

TRAVEL

"You have to travel to rub and file your brain against that of others."
Montaigne

COOKING/GASTRONOMY

"Good food is honest, sincere and simple"
Elisabeth David