



CORINNE BUSSER

OBJECTIVE : COMMUNICATIONS/MARKETING MANAGER

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contact@korin.fr

273, avenue Louis Barthou
Résidence La Roche Bât E1
83000 TOULON

★ EXPERTISE

Design and implementation of marketing strategy, internal and external communications

Public relations, B2B and B2C events

Project management, team management

Budget management, specification writing

Suppliers and subcontractors management

Graphic charter and editorial planning

Outstanding, confident written & verbal communication skills

COMPUTER SKILLS

Expert level



Apple



Microsoft



Adobe Suite



Office 365

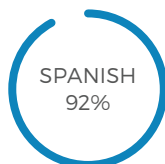


Prestashop



Wordpress

LANGUAGE SKILLS



INFORMATION

Site : korin.fr

linkedin.com/in/corinnebusser

Driving licence B

PROFESSIONAL EXPERIENCE

2022
2024

COMMUNICATIONS & MARKETING MANAGER

FEEDER SAS - EIZO FRANCE @ La Ciotat

Team management, French & international brand relations, event organization, social networks, graphic & video design, operational management of 4 e-commerce websites, sales team support

Assignment: Enhance brand awareness of the group, optimize websites, organize 40th anniversary & inauguration of the new headquarters (400 guests)

2021
2022

COMMUNICATIONS MANAGER

DEWI IMPORT @ Sanary-sur-Mer

Design and implementation of the new communication plan, subcontractors & Indonesian suppliers management (Indonesia), cost controlling

Assignment: Improve positioning and visibility (local and digital) following a takeover, to support its development (revenue: €100k in 2020, €380k en 2021)

2019

COMMUNICATIONS MANAGER

Toulon Hyeres airport · Vinci Airports @ Hyeres

Implementation of Vinci Airports corporate communications strategy to improve airport image & contribute to develop strong regional rooting

Assignment: Design & implementation of the compulsory communication plan for ISO 14001:2015 certification (obtained in June 2019), public relations

2018
2020
+
2007
2013

COMMUNICATION CONSULTANT

Freelance @ Toulon

Market study & benchmarking, definition & implementation of multi-channel communication strategies (visual identity, brand image, digital strategy..)

e.g. Agri-food industry: Modernize brand image and boost brand awareness to support sales teams (revenue: €376k in 2012, >€1M in 2016)

2014
2017

PROJECT MANAGER, GRAPHIC & WEB DESIGNER

Sideral Distribution + iBack @ Gemenos

Project Management, Visual Identity, Branding, SEO, Community Management, Communication Tools

e.g. Event industry: Refine graphic charter, create a strong identity, develop brand awareness (visitors: 10,000 in 2013, 45,000 in 2016)

e.g. Leisure industry: B2C website overhaul (users: 160,000 in 2014, 220,000 in 2017), design and implementation of the new B2B website

EDUCATION

2018
2019

EXECUTIVE CROSS-FUNCTIONAL EXPERTISE

Management @ Toulon

300h training on project management (tools & methods), followed by an internship within "Entreprenez Autrement" (business support for innovative SSE projects) by TVT Innovation

1991
1995

MASTER'S DEGREE - INTERNATIONAL BUSINESS MANAGEMENT

IPAG Business School @ Nice

Marketing, Communication, ERASMUS (UK + Spain)