



# CORINNE BUSSER

OBJECTIVE : COMMUNICATIONS MANAGER

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contact@korin.fr

## ★ EXPERTISE

Internal and external communication strategy

PR, B2B and B2C events

Project management, team management

Budget management, drafting specification, subcontractors management

Graphic charter and editorial policy

## COMPUTER SKILLS

Level : Expert



## LANGUAGE SKILLS



## INFORMATION

[www.korin.fr](http://www.korin.fr)

[linkedin.com/in/corinnebusser](https://www.linkedin.com/in/corinnebusser)

[@korinbu](https://twitter.com/korinbu)

Driving license category B

Hobbies:



## PROFESSIONAL EXPERIENCE

2019

### COMMUNICATIONS MANAGER

Toulon Hyeres airport · Vinci Airports @ Hyeres

Ensure implementation of internal and external communication strategy, contribute to develop strong regional rooting and promote corporate image in local environment

*e.g. Design and implementation of the communication plan compulsory for the ISO 14001:2015 certification (obtained in June 2019), public relations*

2018  
TO  
DATE  
+  
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*

1999  
2006

### PRODUCTION SPECIALIST & CASE TEAM ASSISTANT

The Boston Consulting Group @ Paris

Design of premium business documents, Organization and delivery of PowerPoint training courses for consultants & staff (350 attendants, all levels)

## 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)