



CORINNE BUSSER

OBJECTIVE : COMMUNICATIONS/MARKETING MANAGER

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

★ EXPERTISE

Internal and external communication strategy

Public relations, B2B and B2C events

Project management, team management

Budget management, drafting specification

Suppliers and subcontractors management

Graphic charter and editorial policy

Outstanding, confident written and verbal communication skills

COMPUTER SKILLS

Level : Expert



LANGUAGE SKILLS



INFORMATION

www.korin.fr

linkedin.com/in/corinnebusser

@korinbu

Driving license category B

Hobbies:



PROFESSIONAL EXPERIENCE

AVR
2022
À CE
JOUR

COMMUNICATION MANAGER

FEEDER SAS - EIZO FRANCE @ La Ciotat

Team management, French and international supplier relationships, organization of B2B events, social networks, graphic & video design, management of 3 e-commerce websites Prestashop + 1 Wordpress

Assignment: boost both companies' brand awareness, Feeder's 40th anniversary and inauguration of new headquarters with 300 guests

JAN
2021
APR
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

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

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)