



# CORINNE BUSSER

OBJECTIVE : COMMUNICATIONS/MARKETING MANAGER

+33 6 27 99 28 22

contact@korin.fr

273 avenue Louis Barthou  
Résidence La Roche Bât E1  
83000 TOULON

## ★ EXPERTISE

Design of internal and external communication plans, strategy implementation

Public and press relations, organization of B2B, B2C and internal events

Project management, team management

Budget oversight, specifications drafting

International suppliers and subcontractors management

CRM & database 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



## INFOS

Portfolio website : korin.fr

linkedin.com/in/corinnebusser

B driving Licence

BCG | Alumni

## PROFESSIONAL EXPERIENCE

2022  
2024

### COMMUNICATIONS & MARKETING MANAGER

FEEDER - EIZO FRANCE @ La Ciotat (IT solutions distributor)

Team management, International brands relations, Event organization (trade fairs, B2B events, ...), Social networks management, Graphic & video design, Operational management of 4 e-commerce websites, Member of the Steering Committee

Assignments: Enhance brand awareness for the group, optimize websites, organize 40<sup>th</sup> anniversary & inauguration of the new headquarters (400 guests)

2021  
2022

### COMMUNICATIONS MANAGER

DEWI IMPORT @ Sanary-sur-Mer (Furniture & accessories)

Design of the new marketing & communication strategy, Relations with suppliers and service providers (Indonesia), Product range selection & pricing strategy, Purchasing management, Financial control, Website and social network management

Assignments: Improve positioning (local and digital) following a takeover, to support its development both on reputation and profitability (revenue: €100k in 2020, €380k in 2021)

2019

### COMMUNICATIONS MANAGER

Aéroport Toulon Hyères - Vinci Airports @ Hyères (Air traffic)

Implementation of Vinci Airports' corporate strategy, Design and implementation of the ISO 14001 communication plan, Internal communication, Crisis communication, B2B & B2C events, Social networks management, Press relations, Institutional relationships

Assignments: Improve airport image & contribute to develop strong regional rooting, organize runway works launch ceremony (200 guests)

2018  
2020  
+  
2007  
2013

### COMMUNICATION CONSULTANT

Freelance @ Toulon

Market studies & benchmarking, Multi-channel communications strategies (visual identity, brand image, digital strategy, ...), Website design (institutional & e-commerce), SEO, Design of all kinds of communication media (photo, video, web, ...)

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

Sidéral Distribution + iBack @ Gémenos (Consulting & IT services)

Project Management, Visual Identity, Branding, SEO, Community Management, Communication strategy, Media & tools design (brochures, packaging, POS displays, signage, graphic & video design, ...)

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

Gestion de projet, 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 (Toulon)

1991  
1995

### MASTER'S DEGREE - INTERNATIONAL BUSINESS MANAGEMENT

IPAC Business School @ Nice

Marketing, Communication, ERASMUS (UK + Spain)