

# Cylia ROUSSET

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## PROFILE

**Communication Consultant, with 15 years of combined communication and marketing experience.**

French, living in London since 2008. Creative, self-motivated, energetic and enthusiastic with excellent organisational, copywriting and interpersonal skills. I can contribute to your communication projects in various ways (networking, newsletters, advertising campaigns, media planning, market surveys, PR, promotion, product launches, events management, graphic design, social media marketing...).

## EDUCATION

- 2016 MOOC in Social Media Marketing with North Western University (no certificate)
- 1999 **London School of Economics (L.S.E.)**, Summer School in Marketing Research
- 1990-94 Graduated from the **Ecole Supérieure de Commerce of Amiens**  
Majored in Project Management  
Main subjects: business, marketing, communication, finance, accountancy and law
- 1990 Baccalauréat C - Equivalent to A levels, in mathematics and physics.

## MOST RECENT WORK EXPERIENCE

Sep 2012 to **Vice-President, Volunteer, for LONDRES ACCUEIL** – London

June 2015 *(French organisation in London, 800 members)*

In charge of Communication: update of the website, creation and management of a Facebook page, weekly e-newsletter, events promotion, graphic design of the invitations and documents.

Jun 2009 to **Editorial head of the Magazine, Volunteer, for LONDRES ACCUEIL** – London

Jun 2012 Scheduling, copywriting, graphic design and layout, printing coordination, mailing.

*2004 to 2009 Break in my professional career to raise my children. Expatriated in London since 2008.*

Mar 2000 to **Account manager for PUBLICIS CONSULTANTS** – Paris (France)

Mar 2001 *(Recruitment Advertising and Communication Agency, 180 employees)*

and In charge of a client portfolio including Thales Group (defence, security, aerospace technologies), Coca-Cola, Quick (Fast Food Company), Valeo (car equipment supplier), Crédit Agricole (bank) and RICOH (photocopiers), representing a £ 1.6 M annual turnover.

Mar 2002 to Dec 2003\* Communication strategy recommendation and recruitment advertising campaigns design (creative briefing, brainstorming, copywriting) \* Media planning and buying (press, internet, radio, billboard, fairs...) \* Copywriting and production management of advertising materials (brochures, posters, leaflets, web sites, goodies) \* Organisation of recruitment events (ex: "One job in One day" for Thales: candidates were pre-selected and transported to the company by helicopter).

\* Gap year in London from March 2001 to March 2002 to join my husband.

Sep 1998 to **Business Development Manager for ACCESSION** – Paris (France)

Mar 2000 *(Public & Press Relations Agency – 12 employees)*

Proposals and recommendations (PR, communication, websites, events) \* Organisation of press conferences and events, press releases writing \* Business canvassing, budget assessing, drawing up of contracts \* Proven results with prestigious clients such as: Volkswagen Group, Michelin, NIKKO (toys), BMW, French Federation of Motorcycle Racing, DIAC Renault.

## LANGUAGES

**French:** Native speaker  
**English:** Fluent (lived in London since 2008)  
**German:** Strong knowledge (studied for 8 years, several stays in Germany)  
**IT skills:** Excel, Word, Powerpoint, Pages, Inkscape, Publisher, for Mac and PC

## OTHER INTERESTS

- Member of the parents association (**APL**) of the **Lycée Français de Londres** since 2008 (parent representative, management of several projects for the school).
- Writing of articles for the French magazine **l'Echo** (2000 copies), September 2012 to June 2013.
- Sailing, power walking (walked the London Moonwalk in 2011 and 2012 and raised over £16.000 for breast cancer), fitness, roller-blading.

