

CLÉLIA GERMAIN-LEBEAU

69008 Lyon - France

+ 33 6 68 87 32 26

clélia.germainlebeau@gmail.com

www.cleliagermainlebeau.com

COMMUNICATION & MARKETING PROFESSIONAL

Communication/marketing: Brand and content strategy

Fluent English: 890/990 Toeic

Software: Pack Office, Photoshop, InDesign, Illustrator

Digital: Wordpress, community management

PROFESSIONAL EXPERIENCE

- From may 2016** **Communication Officer** at **Est Métropole Habitat**, social housing builder and manager in Lyon. *Define digital strategy, implement and manage social media, launch urban project, communicate about compagny's strategic project, organize events, animate internal communication, manage communication for specific stakeholders student and senior.*
- March 2014 march 2015** **Communication and graphic design assistant** at **Est Métropole Habitat**, social housing builder and manager in Lyon. *Within a team of 4 people: organize events, implant a new communication strategy for the coming years, recast the website, update and create documents.*
- March 2013 dec 2013** **Communication assistant** within **Calbantine** and **Treize Avril**, communication agencies in Lyon. *Redefine Calbantine's position and offer on a saturated market, create presentation documents, recast the website, write content for clients and manage their press relations.*
- April 2011 june 2011** **Marketing assistant** at **Nüline Distribution** in Montréal, premium design-oriented products supplier from Europe. *Write press kit, manage press relations and tradeshow planning.*
- May 2010 june 2010** **Communication assistant** at **Connivence**, communication agency in Claix, Isère. *Design communication messages for advertiser.*

EDUCATION

- 2014** **Master of corporate communication degree**, specialized in strategic information management - ISCPA Lyon/ Sciences Po Aix-en-Provence. *Corporate and brand communication, brand content, public relations. Graduation memory topic: Content marketing as a key factor of brand and consumer relationship success.*
- 2012** **Bachelor of international and business management degree** - Lorain County Community College, Ohio, USA/ IAE Savoie Mont-Blanc. *Advertising and promotional management, consumer behavior, oral communication: All lessons are in english.*
- 2011** **Two-year degree in administrative and trade management** - University Institute of Technology in Chambéry. *Marketing strategy, business and information management.*

PERSONAL INTERESTS

Sport: downhill and nordic skiing, hiking, triathlon, kitesurfing, squash.

Long stay abroad: Canada, USA, Australia, New-Zealand, Thailand.

Webmarketing, social marketing, social media, IOT.

Mountain and freeride movies, sustainable development and ecology.