



Amandine Pesqué

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Multicultural communication expert with 15-year experience in leading communication agencies and international companies. Strategic media relations, reputation management, corporate communications, sponsorships & partnerships, organization of PR stunts and media events. Adept in discerning project requirements, finding creative and innovative communications solutions adapted to business strategies.

Work Experience



Babylone

Senior Account Director, 01/23 – 12/24

- Senior Account director and member of the management team, actively contributing to new business. Lead on the following accounts:
 - American Express
 - Microsoft
 - Rexel
 - Compagnie Nationale du Rhône (Rhonergia project)



Kalamari

Head of business development, 09/22 – 01/23

- Responsible for the Development activities (New Business/ Growth), in charge of answering calls for tenders on public relations and communication.

Strategic consulting :

- Creation of corporate and public communication strategies in the context of calls for tenders
- Drafting strategic notes
- Management of strategic planning activities (audit, benchmark, social listening, etc.)

Supervision of calls for tenders:

- Lead, coordination, writing and presentation of strategic recommendations with the agency's management and operational teams (lead & coordination of approx. 5 to 20 contributors in France and internationally)
- Consulting and development of 360° communication plans (earned, owned, shared & paid media)

Business development :

- Definition and implementation of the agency's development strategy (monitoring and targeting of prospects, scoring of incoming requests, marketing of the offer, promotion of the agency's client references and expertise)
- Management of the prospect relationship
- Quarterly reporting / assessment (yearly objectives with figures)

Multi-markets: France and international

Transversal missions: communication strategy consulting and project management

N+1 : COO France

Kalamari

Senior Account Director, 06/20 – 08/22

- Senior Account director and member of the management team, actively contributing to new business.
Lead on the following accounts:
 - Bpifrance Le hub (PR program dedicated to start-ups financially backed-up by Bpifrance) : Ovrsea, Pixpay, Sis ID, Prima, Ask Mona, etc.
 - Tableau software (Salesforce)
 - GitHub (Microsoft)
 - Gorillas
 - UNESCO (Forum mondial de la biodiversité)
 - monday.com



BCW

Account Director, 9/19 – 06/20

- Account director, lead on the following accounts:
 - Britvic group (Teisseire, Moulin de Valdonne, Pressade & Fruitshoot brands)
 - IWG (International Workplace Group)
 - Fresenius Kabi
 - Landor
 - Antalis

ARDIAN

Ardian

Communications manager, 6/19 – 11/19

Responsible for media relations and strategic content production

- Communications plan conception and implementation
- Lead of corporate announcements (deals, sustainability, purpose)
- Coordination of international PR agencies (Image 7, Headland/UK, The Neibart Group/US, Charles Barker/DE, IRF/CH, Llorente & Cuenca/ES-Chile, Image building/IT) on media outreach, press releases distribution and other communication projects (You gov study, Infraweek)
- Speaking opportunities plan (earned & paid media, roundtables)
- Animating the Newsroom editorial committee and coordinating with freelance copywriters (articles, texts for brochures)
- Editing internal & external reports or newsletters (annual report, Inside, Investors)
- Corporate video production and shooting supervision
- Member of the Business Continuity Plan program



Elan Edelman (Edelman)

Account supervisor corporate communications & Brand PR, 3/17 until 5/19

Account supervisor at Edelman Paris and actively part of the Business Development Team.

Accounts:

- Moët Hennessy
- Moët & Chandon
- Ferrero
- Boeing
- Sacem
- Mylan
- Arval BNP Paribas group

Highlights:

- **Managing a crisis program** for Moët Hennessy Europe (15 countries)
- **Leading the French PR team** for a European information campaign (Copyright EU directive)



Cohn & Wolfe Paris (WPP Group)
Corporate account manager, 9/15 until 3/17

Account manager in the Corporate & reputation management team of Cohn & Wolfe Paris and part of the Business Development Team.

Accounts:

- Pfizer, Engie, Metsä wood, Moscow city government, Entreprise & prévention, Filière meuble, UNIFA.

Highlights:

- **Building a thought leadership program** for Pfizer on the future of health
- **International conference** in Nice for The Moscow city government



Golin Paris (IPG Group) – International agency of the year - *PR Week Global Awards 2015*
Senior Manager, 11/12 until 7/15

Senior Consultant in the Corporate reputation management team of Golin Paris, working on 2 of the biggest accounts and part of the Business Development Team.

Accounts:

- FDOC (Florida department of citrus)
- Société du Grand Paris (Public institution created by the state to achieve the new automatic underground known as Grand Paris Express)
- Consumer Goods Forum
- Virbac
- Stolichnaya
- French ministry of Labour

Highlights:

Event: [Consumer Goods Forum](#) 2014 in Paris with the organization of key interviews for the MD with top-tier media
Successful Launch of the “contrat de génération” government program in the French media

Golin Paris (IPG Group) – International agency of the year - *PR Week Global Awards 2015*
Account Executive, 8/10 until 11/12

Consultant in the corporate department of the Golin Paris office. Providing communications advice to clients. Managing media relations, media events, negotiating media partnerships.

Accounts:

- Bureau veritas
- Dow Chemicals
- Union Financière de France (UFF)
- FNAIM
- State of Georgia (USA)
- Singapore Economic Development board

Highlights:

Media coverage: Secured front page coverage in business weekly *Challenges* for the President of FNAIM (National Real Estate federation)
Event: Successful media and key opinion leaders event for Dow chemicals at the occasion of the International year of chemistry 2011



French committee of the International Chamber of Commerce (ICC)

Deputy to the General Delegate, 3/10 until 8/10 (Fixed-term contract)

- Participating to working committees (Environment & Energy, Marketing & Distribution, Customs & Trade)

- Organizing seminars with CEOs and experts
- Public relations and answering media requests



Cohn & Wolfe Paris (WPP Group)

Public Affairs consultant, 3/09 until 9/09 (Fixed-term contract)

- Stakeholders mappings
- Position papers drafting
- Monitoring regulatory developments

Accounts:

- Energie et avenir, Bioethanol, Areva T&D, Neinver



Arsenale Novissimo (Independent strategic communications firm)

Junior consultant, 10/08 until 3/09 (Fixed-term contract)

- Participating to BOSS4GMES communications program
- Opinion polls

Accounts:

- Global Monitoring for Environment and Security (GMES): European Commission program aiming to achieve a multi-level operational Earth observation capacity. Use of multi-source data to get a timely and quality knowledge, to provide independent access to information in relation to environment and security on a global level.
- French State Overseas Secretary
- French Ministry of Immigration



Publicis Consultants Paris (Publicis Group)

Public affairs internship, 10/07 until 3/08

- Monitoring regulatory developments
- Research & mapping
- Keynote speakers engagement

Accounts:

- Nestlé, Starbucks, Atos origin, Suez, First World Business summit for sustainable development by EPAD (Paris La Défense)

Professional training

- 2014 CELSA – Strategic consulting: management support
- 2012 CELSA – Issue management practical training
- 2011 CELSA – Online reputation and community management

Education

- 2006-2007 LONDON SOUTH BANK UNIVERSITY (LSBU), London
Master of Arts in European Public Policy
- 2006-2007 ECOLE DE MANAGEMENT LEONARD DE VINCI, Paris
Master in European Affairs
- 2005-2006 UNIVERSITY OF LA SORBONNE (PARIS IV), Paris
Master of Arts in Contemporary History
THESIS: History of corporate art philanthropy in France at the 20th century
- 2004-2005 UNIVERSITY OF LA SORBONNE (PARIS IV), Paris
BA in History

Languages and Computer Skills

French	★★★★★★	Microsoft Office	★★★★★★
English	★★★★★☆	Internet browsers	★★★★★★
Spanish	★★★★☆☆	Google analytics	★★★★★☆

Personality / Strengths

Outgoing - Multilingual - Ability to adapt quickly - Hardworking - High tolerance to stress - Human - Organized - Rigorous - Fast learning- Team oriented - Innovative thinking - Positive - Curious - Project oriented - Creative - Intercultural communication - Natural networker

Interests

Travel (European Union, USA, Canada, Argentina, Chile, Uruguay, Japan, China, Lebanon, Syria, Senegal, Morocco)

Literature - Arts – Media - Advertising - Pilates – Bikram Yoga - Music - Social Networks