

👋 Discover my profile, which combines **strong writing skills**, proven expertise in **search engine optimization (SEO)**, extensive experience in **community management**, and agility in **multichannel communication**. I Bilingual in English | Offering consulting assignments in these areas as a freelancer (French micro-entrepreneur status).

Céline Colas

BILINGUAL COMMUNICATION CONSULTANT

📌 KEY INFO

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✉ celineamcolas@gmail.com

📍 Biot, France

🌐 www.cotedazurinsider.fr

🌐 www.wild-side-communications.fr

🧠 SOFT SKILLS

- Autonomous, team player
- Adaptable and flexible
- Curious and proactive
- Organized and reliable
- Detail-oriented and focused

🎓 EDUCATION

UNIVERSITY DIPLOMA IN MARKETING PRINCIPLES

Université de Nice Sophia Antipolis
1989

CONTINUED TRAINING

Numerous training courses as part of my career progression at the ESC
2000-2020

RECENT TRAINING COURSES

Wordpress, SEO, SEA, Photoshop, Indesign, LinkedIn and ChatGPT. ICDL Digital Marketing and WordPress certificates obtained.
2022-2024



📁 PROFESSIONAL EXPERIENCE

Wild Side Communications, Biot

COMMUNICATION CONSULTANT

2022 - Present time

Provided SEO support for a B2B client on WordPress for six months. I Conducted multiple SEO audits for various WordPress clients | Engaged in French and English copywriting for an interior design website. I Created a French Riviera blog and a professional website. I Currently working with two Monaco-based B2B clients (yachting and data solutions) using WordPress and a custom CMS.

European Society of Cardiology, Sophia Antipolis

INTERNAL COMMUNICATION MANAGER

2016 - 2021

- This was a brand new position in the Human Resources department. Implemented and continuously improved processes and tools.
- As the internal communication reference, generated daily cross-functional content that highlighted teams and facilitated the flow of information from Management.
- United teams and promoted the Association's values through campaigns, initiatives, and workshops.

PRESS OFFICE MANAGER

2009-2016

- Recruited and trained new scientific writers and a network of volunteer spokespersons; managed the press division with a budget of €300K and external consultants; handled crisis management on high-stakes issues.
- Organised press programs during all the Association's congresses, including the world's largest cardiology congress (32,000 participants).

EXTERNAL COMMUNICATIONS OFFICER

2007-2009

- Implemented processes, launched new projects, transitioned from paper to digital, managed budget and human resources (writers, photographers, printers, agencies, etc.), and established the Association's first social media networks.
- Managed web content, newsletters, congress journals, and both offline and online editorial projects, including photo and video reports.

HARD SKILLS

- Search engine optimization (SEO)
- WordPress content and design
- Digital marketing strategy
- Digital communications
- Content creation: articles, press releases, newsletters, and web content
- Community management
- E-reputation management and crisis handling
- Storytelling, blogging, and copywriting techniques

RECOMMENDATIONS

- “Céline is an exceptional collaborator, going well beyond her clients' expectations.”
- “She does not count her hours to respond favorably to requests and satisfy her clients.”
- “Always attentive, curious-minded, and focused on customer satisfaction.”
- “Quality work with complete confidence, thanks to her commitment and recognized skills in SEO and rewriting.”
- “Her command of English is a major asset for multilingual projects.”
- “A valuable resource who leads her clients to success!”
- “100% of the sites optimized by Céline have seen their visibility multiply.”
- “A reliable, committed professional, mastering her subject, with a good mood and an excellent sense of humor.”
- “Truly bilingual in English, not just fluent.”
- “I would strongly recommend Celine and Wild Side Communications; she proved to be highly motivated and experienced, putting efforts, ideas, and skills to support me and my business.”

LANGUAGES

- BILINGUAL ENGLISH
- German basics
- Swedish basics
- Italian basics
- Spanish beginner

INTERESTS



- Travelling
- Hiking
- Pilates & yoga
- [Blogging](#)
- Reading, the media
- [Photography](#)

PROFESSIONAL EXPERIENCE

European Society of Cardiology, Sophia Antipolis

BILINGUAL PERSONAL ASSISTANT

1999 - 2007

- Developed new publications to support staff, including the annual congress guide and a post-congress report highlighting staff achievements

Fraser Yachts, Monaco

BILINGUAL PERSONAL ASSISTANT

1998-1999

- Assisted the founder and an independent broker.
- Performed versatile tasks within the agency, including updating rental and sale files, managing advertisements, handling the switchboard, addressing customer enquiries, and overseeing reception.

Ericsson Limited, Burgess Hill, United Kingdom

SEVERAL ROLES WITHIN THE SUPPORT DEPARTMENT, PUBLIC TELECOMS SYSTEMS

1993-1998

- Progressed through five steps within the Support department, culminating in a role as "Marketing and Product Development Consultant".
- Conducted compliance studies and developed a portfolio of products and services during the era of telecom deregulation to diversify offerings and generate new contracts.

Yachting Partners International, Antibes, France

BILINGUAL PERSONAL ASSISTANT

1997-1993

- Assisted management in the fields of maritime brokerage, chartering, and superyacht management.
- Performed secretarial duties, accounting, reception, switchboard operations, crew recruitment, and liaised with the head office in Great Britain.
- Engaged in public relations at yacht shows



FREELANCE STATUS

