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 I Offering consulting assignments in these areas as a freelancer (French micro-entrepreneur status).

# Céline Colas

### BILINGUAL COMMUNICATION CONSULTANT





### 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 I 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

#### 2001-2009

- 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.

### 📌 KEY INFO

+33 (0)6 12 27 37 51

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

### MHARD 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
- <u>Blogging</u>
- Reading, the media
- <u>Photography</u>

### PROFESSIONAL EXPERIENCE

#### European Society of Cardiology, Sophia Antipolis

### **BILINGUAL PERSONAL ASSISTANT**

1999 - 2001

• 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

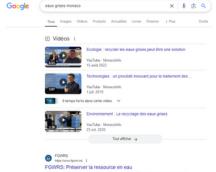
- Progressed through five steps within the Support department, culminating in a role as "Marketing and Product Development Consultant".
- Conducted compliance studies and developed a portfolio of products and services during the era of telecom deregulation to diversify offerings and generate new contracts.

### <u>Yachting Partners International, Antibes, France</u> BILINGUAL PERSONAL ASSISTANT

1991-1993

- 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

### REELANCE STATUS



FGWRS: Préserver la ressource en eau FGWRS garantit a minima 80 % d'eaux grises recyclées. Préserver la ressource en el primordale pour notre planète. Wash water, save water.

### Check my LinkedIn profile and recommendations