

Mathilde Kman

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(312) 241-2390

LANGUAGES

French: mother tongue

English : Bilingual

Italian : Basic

Marketing Manager & Business Development

PROFESSIONAL EXPERIENCE

August 2019 - Present **Business & Event Manager – Hotel Greene, LLC, Richmond, VA**

- Corporate, Meetings and Weddings from 20 to 160 guests
- Event management: negotiating, planning and coordinating event
- Floor Manager: responsible to resolving potential issues with customers
- Staff Management: hiring, training and terminating contract
- Coordinating vendors and contractors for Hotel Greene

April 2017 - October 2018 **Field Marketing Manager LUDI SFM, Monaco Area**

- Website updates with new games, products and softwares
- Slot Machine, Roulette and Software promotion
- Sales support (presentation, videos, etc...)
- Marketing coordination with Casinos (special offers, new games, communications...)
- Relaying information between distributors and Casinos
- Social Media (LinkedIn) : Planning, Coordination and reports
- Tradeshow (G2E, Las Vegas & ICE, London)

June 2015 - Nov 2016 **Marketing Manager GS27 USA, Inc - Chicago, IL USA**

- Trade shows organization (from A to Z)
- Sponsoring: Motor Sport drivers (Formula Drift, Drag Racing, Cross Bike)
- Social Media Management (Facebook, Instagram, Twitter & YouTube)
- Website content updates
- CRM: set up, develop and maintain relationship with customers
- Email campaigns

Dec 2014 - May 2015 **Administrator and Marketing Executive**
Blue Square Property, Real Estate - French Riviera

- Property administrator
- Printed and online media, Social media: planning, analysis, reporting in order to
- develop the brand awareness
- Redaction of sales agreements
- Local market data and analysis

Jan 2014 - Aug 2014 **Marketing Coordinator & Project Manager**
Johnson Automotive: Lexus, Maserati, Subaru, Fiat, Porsche and Hyundai - Raleigh, NC, USA

- Events coordination & Sponsorship (incl. Golf tournaments, Music Festivals, Polo matches etc)
- Market research (cold calling)
- Social Media updating/monitoring: Facebook, Instagram, Google+
- Weekly Management of Sponsorship requests
- Weekly meetings by groups of 20 (total of more than 400 people) to implement and
- promote the Johnson Culture, and training of all the employees of the company

Aug 2013 - Dec 2013 **Marketing Assistant - HQ Raleigh - Raleigh, NC, USA**

- Events coordination
- Social Media (Twitter & Facebook)
- Market Research & Competitive Intelligence
- Cold calling & online research
- Start Ups Promotion
- Orientation of new members towards local community

Education

Sept 2012 - August 2013 MSc International Business
SKEMA Business School / NC State University - Raleigh, NC USA

August 2008- June 2012 Bachelor & Masters degree Management
IDRAC (Nice) & Presbyterian College (USA)

COMPUTER/IT SKILLS

Microsoft Office (Word, Excel, PPT)
PrestaShop & Wordpress
Adobe Suite (ID, PS & AI)
DataPress, Salesforce, Apimo

SPORTS

- Running (Half-Marathon)
- Swimming