

# Cécile Laager

## Career profile

Accomplished and charismatic professional with over 7 years of international experience at Philips Healthcare & Deloitte in corporate communication clinical product training and event management. Native French/Italian speaker with bilingual English skills and outstanding communication, interpersonal and organizational skills. Committed to collaborate with cross-functional teams to translate key objectives into actual projects and deliverables enabling the success of business plans. Used to closely collaborating with a board of directors and executives to increase company profitability, facilitating strategic business networking through successful events that resulted in new clients. Innovative, motivational team member with critical mindset and strong business acumen able to plan, develop, implement and evaluate simultaneously multiple large and complex projects, monitoring progress toward achievement. Strategic planner able to manage projects through effective risk management skills in every phase of sales processes giving presentations to prospective and actual customers, being highly effective in establishing robust client relationships, providing superior client service to ensure trust and reliability.

## Professional experience

### ***British College***

#### **ESL Teacher**

**2021-Present**

- ◆ Planned and conducted English language lessons for elementary grades 1 to 4 with classes averaging between 8 and 25 students
- ◆ Taught a 1-year extra-curricular ESL program for non-English native 4th graders
- ◆ English Courses for Cambridge Certification from 6-11 years: Starters, Movers and Flyers (A1)
- ◆ Constantly adjusted teaching methods according to each student's individual needs

### ***Small business owner***

**2017-2021**

- ◆ Moved to the USA as my husband was relocated for professional reasons; took hiatus from professional career to raise family and manage household
- ◆ Business Development & Event Manager for LudoSport International, provided comprehensive support in national events management and tournaments organization, website and newsletter follow up, new business opportunities implementation
- ◆ Founded successful small business Cécile Artworld which grew by nearly 100% in under 3 years. Self-employed polymer clay artist managing day-to-day operations like product creations, social media management, online ad campaigns, word-of-mouth initiatives, customer service

### ***Deloitte Luxembourg***

**2014-2017**

**Event Assistant Manager, MarCom Events Services (2016-2018); Senior Event Officer, MarCom Events Services (2014-2016)**

#### *Strategic Event Planning*

- ◆ Lead planning and execution of over 80 corporate and clients' events per year ranging from 10 to 1k attendees (senior level professionals to CEO) including but not limited to business conferences, staff events, charity events, new products introduction and sponsoring; supported up to 300 events per year
- ◆ Kept simultaneous projects on schedule demonstrating keen attention to details, great organizational strengths and excellent ability to adapt to ever changing situations
- ◆ Implemented post-event evaluations and reports based on outcomes to executives and partners as well as to clients and vendors to ensure performance measurement and future improvements
- ◆ Collaborated with management to write proposals for clients
- ◆ Directed on-site operations and venue management in order to guarantee high level of performance in every task

#### *Communication Plans and Direct Marketing Activities*

- ◆ Supervised the definition of events' visual and design together with the designers/MarCom department
- ◆ Conducted event marketing by successfully coordinating the creation and implementation of internal and external communications (social media, website, newsletters, press releases, mailing lists, client database, brochures and presentations) based on stakeholders needs/objectives
- ◆ Managed the creation/production of merchandising and goods related to the events

#### *Executives/Partners Management*

- ◆ Consulted regularly with the board of directors and partners regarding event strategies and goals
- ◆ Managed the relations with speakers, artists and special guests (Tomasz Stanko and Gianluca Petrella – jazz musicians; Pierre Gramegna - Luxembourg Minister of Finance; Elif Shafak - Turkish writer)
- ◆ Negotiated independently cost-effective contracts with service providers and customers being consistently under budget
- ◆ Maintained a portfolio of vendors/clients, serving as primary point of contact

#### *Financial Management/Budget Planning*

- ◆ Demonstrated advanced skills in negotiations and cost-cutting strategies to deliver events that consistently exceeded client expectations and respected all budget constraints
- ◆ Developed and implemented an invoices follow-up plan facilitated through an Excel spreadsheet to ensure the administrative follow-up

#### *Business Development*

- ◆ Collaborated closely with other key firm departments (Consulting, Risk Advisory, Family Business) to identify new opportunities and ensure events business development internally and externally

## **Philips Italy**

**2011-2013**

**Communication and Product Specialist Italy, Israel and Greece – Healthcare dept.** (2011-2013); **Marketing & Communication Intern** (2011)

### *Sales Processes and Sales Force Training/Development*

- ◆ Trained and educated sales force on complete product line to promote sales and product development
- ◆ Assisted sales force team during first phases of sales processes giving presentations to prospective and actual customers in order to be more effective in establishing robust client relationships, providing superior client service
- ◆ Liaised between sales force, healthcare professionals and product development teams as knowledgeable discussion partner to recommend product enhancements and deliver exceptional customer service
- ◆ Acted as product spokesperson at trade shows and events demonstrating excellent communication and public speaking skills
- ◆ Customized the implementation of MarCom material (presentations and training sessions) to support the sales force during new products/services launch and market penetration

### *Business Development*

- ◆ Participated in the implementation of marketing and promotional plans closely collaborating with the business development manager, and coordinated marketing activities/events related to business development objectives (market growth, new business)
- ◆ Helped to implement a pilot program aimed to secure new business opportunities (the project was presented to an internal Marketing Business Improvement Competition, winning the regional and European stage and receiving 3rd place at world stage)
- ◆ Reviewed and analyzed market trends and clients' feedback in cooperation with Sales and Application Specialists in order to forecast future trends (e-commerce, online development and new media communication development)

### *Marketing Management & Agency Management*

- ◆ Implemented and coordinated inbound/direct marketing activities, supervising external agencies (landing pages, mini websites, flyers, newsletters) to enhance brand awareness and reputation, always trying to find a tangible way to help to get the business noticed and remembered
- ◆ Assisted business development team in developing sales strategies for e-marketing, direct mail, media advertising campaigns and loyalty programs

### *External Communication & Event Management*

- ◆ Coordinated with the global marketing team to localize company's website content as well as the literature, sales and marketing tools
- ◆ Wrote and designed brochures and press releases
- ◆ Wrote scripts for social media videos
- ◆ Oversaw the planning and execution of both company and partner events and medical congresses ranging from 50 to 150 professionals

## **Various Event Planning Companies**

**2007-2011**

**Junior Project Manager in Event Planning (events of up to 1k professionals of all levels)**

- ◆ Coordinated planning, organization and execution of corporate events for many event agencies (medical congresses, corporate meetings, conventions, incentives, road shows, promotional events, team buildings) in Europe, USA and Middle East

**Freelance voice actor and dubber (French and Italian)**

**1994-Present**

- ◆ Recorded voiceover projects in French and Italian for training films, video games, infant games (Chicco), documentaries, interactive school language courses, TV and radio advertising and announcements (radio Montecarlo, Geox), corporate films (Swatch, Danon) and jingles

## **Education**

**2011 - Master Degree in Business and Marketing Communication - Final Mark: 110/110**

*Università Cattolica del Sacro Cuore of Milan - Faculty of Economics and Communication - Milan, Italy*

- IAA Diploma in Marketing Communications (Certification from the International Advertising Association)

**2010 - Semester in Interactive Marketing Communication, Public Relations and Event Management**

*Boston University - College of Communication - Boston, USA*

**2008 - Bachelor Degree in New Media Communication - Final Mark: 110/110**

*Università Cattolica del Sacro Cuore of Milan - Milan, Italy*

## **Personal skills**

### **Languages**

**English:** fluent professional (spoken and written)

**French:** native

**Italian:** native

**German:** basic

### **Computer**

- Highly proficient in Windows: Office (Word, PowerPoint, Excel), Outlook

- Highly proficient in Apple ambient

- Familiar with SAP

## **Other information**

**Competitive Artistic Roller Skater** with Società Sportiva ASD Maga Milano since 1992 taking part in competitions at regional, national and international level achieving many titles, as well as taking part in regular trainings with the Italian national team.

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Cecile Laager