

# Catherine GUILLAUD

## OBJECTIVE

I love cinema and I am very fond of all Arts. I am a regular corporate communication and public relations manager for cultural events (cinema, visual arts, dance, theater...).

I worked 15 years in the team of a National Theater, then 10 years in teams of Film Festivals (for architecture, urban landscape, environment...).

I am very enthusiastic and proficient at working both on own initiative and as part of a team.

## PROFESSIONAL HISTORY

### COMMUNICATION MANAGER

**2006/2015** **Image de ville association, Aix-en-Provence & Marseille – Provence**

Corporate communication manager and Media officer for 2 film festivals

Environnemental Film Days, one week in April

Architecture and Urban Landscape Film Festival, one week in November

Liaising with local and national partners (30 partners – cultural, local authorities, international guests...), writing and editing the marketing materials (flyers, programmes, posters, e-newsletters), managing website creation

([www.imagedeville.org](http://www.imagedeville.org)), managing social networks.

Handling all matters relating to the media (writing press kits, organising press conferences, updating list of media contacts...)

**2006 & 2013** **Regional Cultural Board of Provence (Régie Culturelle Régionale)**

Corporate communication manager for 2 live performing events

*Everybody is dancing (Tout le monde danse)*, 2 days in June, Aubagne

*The World is at home (Le Monde est chez nous)*, 2 days in June, Aubagne

World Music and Dance events : 800 artists - 40 free performances - 5 open-air stages

**2009** **Works Committee of the Railworkers of Provence (CE des cheminots PACA)**

Promoting the movie *Cheminots (Railworkers)* directed by Luc Joulé & Sébastien Jousse

**1988/2004** **Théâtre du Merlan, National Theater of Marseille**

Corporate communication and Public Relations manager

Managing a team of 4 people, defining the communication strategy, organising the educational projects and the partnerships with local socio-cultural organisations within the urban territory, managing the relations with the resident artists.

- 1984/1987**      **Radio France Marseille - FM8 Radio Martinique – TV Paris**  
Journalist
- 1986**              **Chamber of Commerce of Martinique, French West Indies**  
Translator (English-French)

## **PROFESSIONAL TRAINER**

- SINCE 2005**      **Arcade Paca – Regional Agency of Live Performing Arts, Aix-en-Provence**  
Yearly course training:  
*Expressing and promoting artistic and cultural projects (5 days)*  
*Broadcasting a show (5 days)*  
*Writing for the web (3 days)*
- 2010**              **City Hall of Digne-les-Bains, Provence – Environnemental Department**  
Inventerre, Biodiversity Festival, 4 days in July, Digne-les-Bains  
Training the future Festival Coordinator
- 2009/2011**      **Rosella Hightower Dancing School - National Superior Professional**  
Diploma of Dancer, Cannes  
Creation of educational content, weekly training course: *Building your career*
- 2007**              **Saint-Laurent du Maroni University, French Guyana**  
Master « Management of Culture and Development of Sustainable Touristic Activities »  
Creation of educational content: *Management of sustainable tourism ( 2 weeks)*
- 2005/2007**      **Aix-Marseille University**  
Master « Art & Culture Education », Marseille  
weekly training course: *Communication techniques*
- Master « Management of Cultural Institutions », Arles  
weekly training course: *Methodology and implementation of cultural projects*

## **EDUCATION AND QUALIFICATION**

- 1981/1983**      **International Cooperation & Development Degree, National School of**  
Political Sciences, Sciences Po' Paris
- 1981**              **Russian language, Bachelor's degree, Paris III University**
- 1980**              **English language, Bachelor's degree, Paris III University**

### **PROFESSIONAL TRAINING**

- 2001**              **Management of Cultural Actions and Foreign Exchanges**
- 1992/1993**      **Marketing and business strategies**

## **LANGUAGES**

French: native language

English: excellent spoken and written

Russian: good spoken

Spanish: basic knowledge

## **ADDITIONAL INFORMATION**

In 2008, I co-founded a professional organisation named “Le Carrefour des Abeilles” ([www.carrefourdesabeilles.info](http://www.carrefourdesabeilles.info)), working in the field of Arts, focusing on professional training, consultancy and support to cultural stakeholders.

I am fond of **hiking, travelling** (trekking in the deserts of Morocco, Tunisia, Mauritania & Namibia ; in the mountains of Chilean & Argentinian Patagonia, in New Zealand, Australia, South Africa, Botswana, United States, Canada, Mexico, Costa Rica, Ecuador, Taiwan ; tourism in cities around the world, Port-au-Prince, Caracas, New York, Dakar, Minsk, Hong Kong, Singapore; study tour in Scotland and seminar "Art and education" in London with the British Council), **reading**, going to **cinema, theaters**, and playing **cards**.

Driving licence: full

**REFEREES ARE AVAILABLE UPON REQUEST**