

# ISABELLE GAVALDA

1983/12/25 French citizen  
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Paris Beijing

## WORK EXPERIENCE

Marketing / Communication – Graphic Design

Since October 2010  
Paris

Associate at IDstrict, Parisian T-shirt brand  
[www.idstrict.com](http://www.idstrict.com)

Key-accounts

Since May 2009  
Beijing

Founder and director at Lights On Consulting Ltd  
Art direction, web and print projects management, branding  
Business, Corporate and Event communication  
Collaboration with illustrators, web developers, interior designers  
[www.lightsondesign.com](http://www.lightsondesign.com)

Havas Entertainment  
Flow  
Betwin  
Benedicte BF  
Coty

Missions

Trends research: design and brands communication in China

Peclers Paris

2008 - 2009  
Beijing, 12 months

Project director, FLOW - web and graphic design agency  
Project management (architecture, content and design), business development  
[www.flow-communications.com](http://www.flow-communications.com)

GTZ organizations  
UCCA art center  
Noir sur Blanc

2007 - 2008  
Beijing, 15 months

Account director, ALTAVIA - publishing and marketing agency  
Sales: budget analysis, preparation of contracts, quotations, invoices  
Account management: project brief guidance, consulting  
Project management: creative brief, project planning, time and quality control  
Team management: action plans, internal schedules, team building

Fauchon Paris  
Citroën  
China-Italy Chamber of Commerce  
Barco

2006  
Paris, 1 month

Export agent, ITC - buying office  
Organization of trade fairs visits for Chinese buyers in Paris (Who's Next - Maison & Objet)

Bailian group  
(mass retail)

2005  
Beijing, 3 months

Marketing assistant, MUSHI - fashion company  
Helped to organize the Fall Winter fashion show (invitation, media, logistics)  
Design of promotional T-shirts and bags

2002  
Paris, 6 months

Public relations assistant, SBA Consulting Group (Europe) - PR agency  
Creation of an advertising campaign and brochures  
Public relations assistant at Marjolaine Trade Fair (Health products)

Carrefour  
5-stars hotels

## EDUCATION

Graduated in June 2006 from both Reims Management School and UIBE  
Double degree exchange program

2004-2006  
Beijing

UIBE - University of International Business and Economy  
BA degree in Industrial Management  
Business courses in both Chinese and English  
Major in Marketing/Communication

2003  
Shanghai

Tongji University  
6 months Chinese Mandarin studies

2001 - 2003  
Reims

Reims Management School - CESEM  
DESEM equivalent to BA degree in international Business  
Marketing, finance, economy, logistics, law, HR, Chinese, English

2001  
Paris

Lycée Louis Le Grand  
Baccalauréat specialized in Sciences (Mathematics)

## LANGUAGES

French Mother tongue  
English Fluent  
Chinese Advanced

## COMPUTER SKILLS

Basics Mac OSX  
Windows  
Microsoft Office

Adobe CS Photoshop  
Illustrator  
InDesign

## INTERETS & HOBBIES

Visual Arts, fashion, photography, writing  
Sailing, traveling

## MOBILITY

8 years in China (Shanghai, Beijing)  
8 years in Africa (Cameroun, Nigeria, Gabon)

Marketing / Communication  
Project management  
Graphic design  
Fluency in French, English and Mandarin