

# Stefanie Sharma : overview of academic qualification and work experience

- ▶ **since 05/2010 Marketing and Communication manager, Le Cassissium (Nuits–St.–Georges, France)**  
Responsible for designing and implementing an effective marketing strategy of the museum and curator of the same (40 000 visitors annually) :  
Project manager for the total renovation of the museum from March 2012 until May 2013, including the writing of the texts (budget : €400,000).  
Achievement : increase of the number of visitors by 4% in 2013, 10% in 2014
- ▶ **2009/2010 Promotion Manager for the MuséoParc Alésia, SEM Alésia (Alise–Sainte–Reine, France)**  
Creation of the marketing plan over 8 years for a new museum ; target : 130,000 visitors annually, achieved in the first year of opening (2102) ; Establishment of marketing tools and commercialisation
- ▶ **2008 Sales Coordinator France, Top Travel & Tours Pvt. Ltd. (New Delhi, India)**  
Promotion of trips from France to India : selection of products, creation of brochures and website in French.
- ▶ **2007/2008 Promotion Manager, Dijon Tourist Office (France)**  
In charge of press relations and relations with tourism professionals
- ▶ **2006 Short term contracts in administration and exports (Dijon, France)**
- ▶ **2003–2005 Personal Assistant, Mr.Bricolage SA (DIY market chain head office) (Orléans, France)**  
PA to the Marketing Director (marketing and geomarketing studies, organisation and minutes of meetings), then PA to the Logistics Director (new department)
- ▶ **1997–2002 International Relations Manager, Faculty of Arts (Orléans, France)**  
Administration of the Socrates programme (European student exchange programme)
  
- ▶ **Academic qualification :**  
1997 : Master in Foreign Languages Applied to Business (English and German), University of Orléans (France)  
1993 : Abitur (German high school diploma) in Bühl, Germany

# Stefanie Sharma : who am I ?

- ▶ International and various work experience (summer jobs in Germany during my studies, jobs in France and in India) : **used to different working conditions and methods.**
- ▶ **Open-mindedness.**
- ▶ Methodical and well structured way of working : **efficiency.**
- ▶ Used to work under stressful conditions and with little means or time : **adaptability.**
- ▶ Hobbies = manual work, cooking, painting, travelling : **creativity**, proven professionally with the new display of the Cassissium.
- ▶ Another hobby = genealogy : **curiosity and methodical work.**
- ▶ Ambition, perseverance and perfectionism does not impede **teamwork and positive attitude.**