



SPORT EVENT MARKETING

COMMUNICATION ÉVÉNEMENTIELLE & MARKETING OPÉRATIONNEL SPORTIF

**Raphaëlle
Nayrand**



Introducing

Soon diplomed by the international business school EUROMED-Management (France) of a Master of Science in Sport Event Marketing, I am looking for a job or an internship in equestrian organizations.

I worked the past years in the Organizing Committee of Saumur as Event Director Assistant, on international events like the International Saumur Horse Trials (CCI3*/CIC2*) in Eventing, the CVIO2* in Vaulting or the CAI-A in Driving, from the 2008 to the 2011 editions.

Event organization, communication and public relations, marketing, ticketing, or sponsoring strategy and activation, fully match my competences and my professional objective.

I would be pleased to take part in your development through sport events management, which represent a challenge that my motivation and my dynamism will contribute to effectively meet.

You will find hereafter details about my education and professional background.

Please, do not hesitate to contact me !

Best Regards.

About me

> Who I am

- Born in 1986 (7th of May) in the South of France
- French nationality
- Single
- Driving licence
- First-Aid certificate



> My passion for equestrian

- Rider since 7 years old
- National amateur competitions in Dressage / Jumping
- Coaching by an international 4* eventing rider
- Owner of leisure and sport horses for many years
- Working with associations for the hill-treated horses safety

> My professional goal

- Work in organizations related to equestrian events, to make my professional future fit my passion for horses.

- **Sport Organizations**
- **Event Agencies**
- **Federations**
- **Sponsors**

Competences

> Management

Event

- Global & Logistic organization
- Event administration
- Team management

Communication

- Communication development
- Media planning
- Press & Public relations

Marketing

- Sponsoring strategy & activation
- Hospitality
- Ticketing

Equestrian

- International relations (FEI/NFs/Jury)
- FEI official documents edition
- Entries/Startlists/Results management

> Languages

- **French** : Mother tongue
- **English** : Working level,
(speaking quickly improvable)
TOEFL 560 / TOEIC 805
- **German** : Old advanced level
(quickly improvable)
WIDAF 645

> Computer

- PC - MAC
- Office tools (Word, Excel, Pwr-Pt...)
- Internet
- Photoshop / Imovie ...

Background

> **Specialization in Equestrian**

Thanks to business bachelor studies, major in equine/equestrian products & services marketing, done in collaboration with the French Institute of Horse and Riding (ENE).

> **More than 3 years of experience in the Equestrian community**

As Event Director Assistant in the Organizing Committee of Saumur, on international shows ; but also as Intern in other organizations (the Pompadour Great Eventing Week, for example).

> **Marketing and communication skills specific to sport events**

Developed through my Master of Science in Sport Event Marketing, with international teachers specialized in sport events; but also through my Master thesis on « Sponsoring of Equestrian Sport Events ».

Education

> **M.Sc. Entertainment & Media Management – Sport Event Marketing**

Euromed Management – Business School of Marseille (France)

- Sport & event management program
- Exchange semester – University of Laval (Québec, Canada) – Fall 2011
- Internships : Gymnastic France Championships / others to come
- Graduation in 2012

> **Business Bachelor – Equestrian Marketing**

University of Angers – Equestrian Pole of Saumur (France)

- In collaboration with the French Institute of Horse and Riding (Ecole Nationale d'Equitation)
- Internships : Saumur Organizing Committee / Pompadour Equestrian Pole / La Cense
- Graduated in 2008

> **2 years Degree – CESEM International Management**

Euromed Management – Business School of Marseille (France)

- Major Franch-German
- Graduated in 2006

> **A levels – Economics**

Dumont Durville Highschool (France)

- Major Economics and German
- Graduated in 2004

Experiences

> Organizations



Gymnastic Regional Committee - PACA

2012 : Feb. – May

Communication & Sponsoring (Freelance)



Organizing Committee of Saumur

2011 – 2012

General Office of events (Freelance)

2008 – 2010

Event Director Assistant (Employee)

2008 : March - May

Event Director Assistant (Intern)



Pompadour Equestrian Pole

2008 : June – Sept.

Director Assistant (Intern)



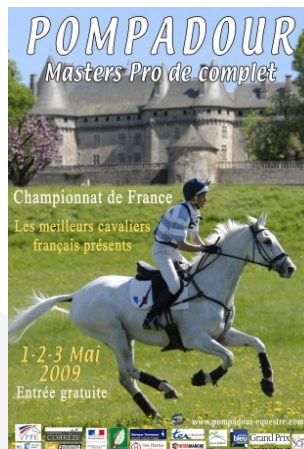
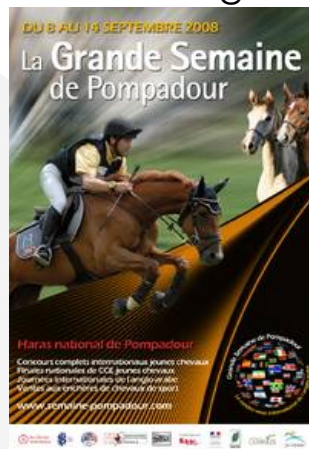
La Cense

2007 : May – Dec.

Communication & Event (Intern)

> Events

Eventing



CCI3* / CIC2* / CIC1* / France Championships Young Horses

Vaulting



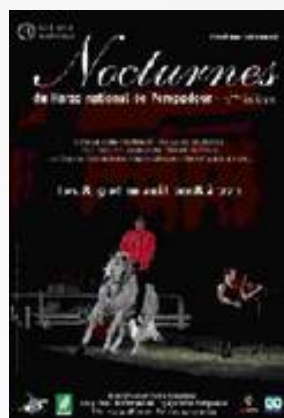
CVIO / CVI2* / CV1*

Driving

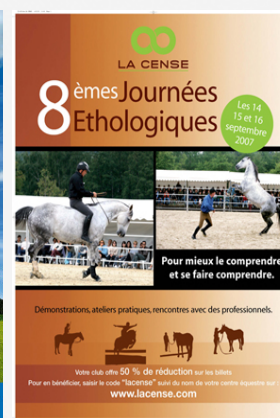


CAI-A / CAIP-B

Horse show



Exhibition



Art



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