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your events
your priorities
my job !



MELANIE-AURORE CONRADS

Avenue des Eglantines 37
1150 Brussels > Belgium
21.08.1978

Experience

- ▶▶ **Event Coordinator at the Royal Automobile Club of Belgium** *May 2009 - December 2009*
Successfully organized auto sports events such as:
“24 hours of Spa- Francorchamps”, GT Rallies and several incentives.
- ▶▶ **Project manager at Master Switch** *April 2006- May 2009*
Successfully managed and fully organized large auto sports events by:
 - ▶▶ Coordinating all the operational logistic: hotels and catering for clients and staff, car maintenance (insurance, security guards, parking...), taking care of FIA officials and other VIPs or students...
 - ▶▶ Taking care of all commercial aspects such as: sponsorship and partnership with sponsors, recruitment of the participants, commercial communication (website, leaflets, mailing...), contacts with the official authorities and sport federations, and all others elements which are the key to a successful race event.
 - > *Rallies: “The National Classic Tour” (International and FIA Oldtimer Rally: 180 clients- 6 days), “The Degroof Escape” (Luxemburg Oldtimer rally: 200 clients), “The Interclub Classic” (Belgian Oldtimer Rally: 200 clients).*
 - > *Circuit events: “The Spa Historic Grand Prix” (Francorchamps: 1000 drivers), “The RMU Classic” (Francorchamps: 1000 drivers), I also worked during weekends as a voluntary for the GT4 in Silverstone and Francorchamps.*
- ▶▶ **Manager in events and public relations at King Baudouin Stadium** *Mar. '05 to Oct. '05*
Successfully organized major events including communication, organisation and sponsoring:
 - ▶▶ Ensured coordination of all activities from A to Z: invitations, catering, hostesses' management, shuttles...
 - > *U2 Concert: responsible for 600 VIP's, Memorial Ivo Van Damme: responsible for 500 VIP's; Football matches: with 100 persons each time.*
 - ▶▶ Managed communication with events companies (*such as Verhulst Event, Octagon*) and our 20 sponsorships
 - > *DHL, Fortis, Siemens, Mastercard, Coca-Cola, Inbev, Pernod Ricard.*
- ▶▶ **Main public project manager at the city of Ath** *Oct. '04 to Feb.'05*
 - ▶▶ Developed cultural and sportive projects for citizens.
 - ▶▶ Active member of the support organization for the victims of Ghislenghien : evaluation of damages and proposition of solutions (*“Solidarité Ghislenghien”*)
- ▶▶ **Volunteer at “Strongalive”:** **“coaching and mentoring”** *Jun. '04 to Jul. '04*
 - ▶▶ Supported the founder of Strongalive in writing a book on coaching by analyzing interviews of top executives (*eg. Delvaux, Keytrade, Delhaize*) and professional athletes (*F1 pilot, tennis and golf players*) on their capacities to cope with stress.

Education

- ▶▶ Graduated from Master in Sports Business Management (B.E.S.Ma.C.) at the Solvay Business School (*Université Libre de Bruxelles*) *Oct. '03 to Jun. '04*
 - Thesis realized during my Master with Alain Courtois* *Jan. to May 04*
 - ▶▶ *“The realization of a sportive department in a school with the agreement and the cooperation of the Royal Sporting Club Anderlecht”*
 - ▶▶ *Working efficiently with sponsors and public members*
- ▶▶ Obtained licences in sociology (*Université Libre de Bruxelles*) *Sep.'97 to Sep.'03*
- ▶▶ Graduated from College “Sacré-Cœur” *Charleroi* *Sep.'90 to Sep.'96*
- ▶▶ Completed summer exchange programs in the U.K. *Sum.'94 to Sum.'98*
Scanbrit School of English (Bournemouth), exchange programs in Dublin, Wimbledon, London and at the Edinburgh school of English, Royal Mail Road, Edinburgh

Languages and Computer skills

- ▶▶ French *Mother tongue* - English *Good knowledge* - Dutch *Good knowledge*
- ▶▶ Computer skills *Excel, Word, Powerpoint, Outlook*

Hobby and interests

- ▶▶ Travelling *North Africa, U.S.A., Canada and almost everywhere in central Europe.*
- ▶▶ Sports *Swimming, running and biking*
- ▶▶ Red Cross *Courses of first aid*

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