



Audrey ROATTA

CMDip

Club Manager Diploma

International Destinations Marketing and
Communication Advisor / Event Specialist / Golf
Marketing & Operations

PROFESSIONAL SKILLSET

- Entrepreneurial Mindset
- Destinations integrated marketing and communication strategy
- Teamwork & Collaboration
- Event planning & production to promote / launch destinations & attractions
- Sport and youth sector expert
- Ecotourism specialist - Protected areas as a tourism development opportunity
- E-tourism - Digital strategy to promote destinations
- Golf management and operations
- 12 years of experience in the Middle-East

LANGUAGES

-  French (native)
-  English (fluent)
-  Italian (intermediate)
-  Korean (beginner)



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Since April 2021

MARKETING & COMMUNICATION CONSULTANT (TOURISM, GOLF, MOUNTAIN)



MARKETING & COMMUNICATION
TOURISME / GOLF / MONTAGNE

AUDREY ROATTA CONSEILS

Valberg, France

More than 20 years of international experience serving companies, associations and touristic destinations to promote and market brands, services, create impactful events and relevant communication campaigns :

- Brand strategy
- Brand identity
- Marketing & Communication
- Customer journey and CRM (Customer Relationship Management)
- Event specialist (project management & production)

Examples of completed / ongoing projects :

- Peace and Sport : In charge to promote the organization's assets among Middle East targets with the objectives of creating new partnerships and field programs for the promotion of peace through sport.

Achievements for 2022 / 2023:

- Production of the Peace and Sport Middle East Forum powered by the Saudi Olympic and Paralympic Committee held in Riyadh, Kingdom of Saudi Arabia, on October 18th 2023.
- Production of the 13th Peace and Sport International Forum held in Monaco on November 30th and Dec. 1st 2022.
- Creation of the OEROC website, "Maison des Guides de Valberg" www.OEROC.com
- Responsible for the Promotion Resort for Puigmal 2900 (Pyrénées-Orientales), a mountain resort in full renaissance with an innovative and eco-responsible project. Implementation of the station's brand identity, as well as communication tools (website, social networks, newsletters, signage, press relations, etc.) ahead of the opening of the first season.
- Golf de la Vanade (Villeneuve Loubet): In charge of the club's communication (new graphic charter, website, newsletters, clubhouse display, club signage and course ...)
- Royal Golf La Bagnaia (Italy) - IMG Prestige: Marketing and communication consulting mission. Organization of many tournaments including the PRO-AM.

March 2019 - march 2021

HEAD OF TOURISM DIVISION

SYNDICAT INTERCOMMUNAL DE VALBERG

Mountain resort (ski, golf, trek...)

Valberg, France



Valberg
The place to be

As Head of the Tourism Division for the mountain resort Valberg, I ensured the smooth running of the services attached to this division: communication, marketing, events and animation, accommodation service, tourism office, sports and the management of the Valberg Golf Club.

My missions:

- Define the resort's overall promotion, marketing and communication strategy.
- Implement an ambitious commercial, marketing and event strategy for the resort in order to develop its visibility and attractiveness all year around focusing on the skiing season and summer activities.
- Develop a financial strategy with budget planning, execution and monitoring.
- Lead and manage the tourism division's teams by defining the objectives to be held and planning the actions.
- Support the digital transition projects of the resort and engage in the Smart Station project, in partnership with the region.
- Manage the Valberg Golf Club (commercial policy, budget, marketing, communication, proshop and course management...)

October 2005 - March 2019

EVENT PROJECT MANAGER

General Manager and Owner



SEITEN EVENT
Production et Régie Événementielle

SEITEN EVENT

Event Management Agency specialized in the production of major public events in the Middle East
Jeddah, Kingdom of Saudi Arabia

Creation and management of an event agency with the mission of producing large-scale events of international standards in Saudi Arabia and the Middle East. Realization of pioneering and innovative projects such as the Makkah Architectural Exhibition, Petro Rabigh Inauguration, and Event Manager in the Marketing / Communication consultant team for the launch of the National Transformation Plan. Awarded in 2008 with a HEAVENT TROPHY for Best French International Event. Also managed key events in France such as the "ORANGE EIFFEL TOWER UEFA EURO 2016".

[Discover all the projects produced here](#)



January 2013 - march 2014
OLYMPIQUE LYONNAIS
 Agent Representative in the Middle East

From January 2013 to March 2014, consultant to President Jean-Michel AULAS, Olympique Lyonnais, with potential investors and sponsors from the Middle East.



2011-2012
SPORTFIVE AFRIQUE
 Logistics Director of the 2012
 ORANGE Africa Cup of Nations
 Gabon - Equatorial Guinea

As part of the ORANGE 2012 Africa Cup of Nations, my mission was to manage the entire logistics for the marketing and broadcasting teams of Sportfive (40 persons), VIP guests and sponsors on 4 sites of the CAN: Bata and Malabo (Equatorial Guinea) and Libreville and Franceville (Gabon):

- VISA
- Vehicles and drivers
- International and domestic flights
- Telecom
- Transportation and customs
- Accreditations
- Relations with CAF
- Hotels

«TV and Marketing Officer CAF» on match days:

- Opening Match of BATA
 - All matches of Libreville (group stage, 1/4, 1/2 and Final)
- Full production of the closing gala celebrating the CAN 2012 for 200 VIPS (Presidents of FIFA, UEFA, CAF executive committee, members of COCAN Gabon and Equatorial Guinea, sponsors and football personalities).



April - october 2005
 EVENT PROJECT MANAGER
LUDÉRIC
 Event Management Agency
 (Proximity Marketing &
 Communication)
 Levallois Perret, France

In charge of event production (budget, logistics field ...) Position based on the relationship with customers and suppliers.

Events produced :

- charity event to benefit UNICEF with the organization of a soccer park open to children for an afternoon in the Stade de France,
- Stade Bollaert Lens and Stade Chaban Delmas Bordeaux
- The Schwarzkopf forum in Vittel
- The Press Launch for the Obsession perfume by Calvin Klein.



March 2002 - march 2005
 PROJECT MANAGER
 FOR ARTISTIC
ZING INSTALLATIONS
 Contractor specialized in designing
 artistic installations and event
 scenography
 Villejuif, France

Responsible for the general organization of the company (managing budgets and staff, customers and suppliers relations, communication), especially in the production of the projects logistic such as:

- 10 years anniversary of FCOM in Nikaia Nice
- Exhibition LIVE at Palais de Tokyo
- Gala and VIP Village Bocuse
- LIPTON MTV European Tour
- Royal Wedding in Saudi Arabia
- Village Electronics MIDEM
- ZING exhibition booth at Heavent
- Nuit Blanche Paris



February 2001 - February 2002
 EXECUTIVE ASSISTANT & PRESS
 OFFICER
QUARTERBACK
 Sports Marketing and Event Agency
 Paris, France

Assistant to the President and CEO. Management of the press agency accounts, including the Paris Basket Racing (taking care of journalists during home games, organization of press conferences after games and interpreter for U.S. players), and Masters de Pétanque (announcement of the tour in the local press and relay the results of each competition to the national media).



September 1999 - january 2001
 MARKETING PRODUCT MANAGER
**AP SYSTEMES (communication
 extÉrieure jcdcaux)**
 Advertising in the French Airports
 Boulogne Billancourt, France

Within the marketing department, my responsibilities covered : developing tools for sale, the coordination of internal and external communication. Participation in the pricing of products and the development of a study on the profile of the air passengers using the French airports facilities.



October 1996 - april 1999
 MODELS AGENT
 (Celebrities Division)
ELITE MODEL MANAGEMENT
 International Modeling Agency
 New York, USA

Agent for the Celebrities Division, working with many models including Brooke Shields, Paulina Porizkova, Ivanka Trump ... negotiating their contracts, in charge of their schedule and their public relations, organizing interviews and photo sessions, creating a list of customers and designing the 1998 Elite Celebrities Portfolio.



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June 2021 & April 2022

CLUB MANAGERS ASSOCIATION
OF EUROPE (CMAE)

- MDP 2 - Building & Managing the Club Team
- MDP Golf Management, St Andrews - Home of Golf

March 2021

CLUB MANAGERS ASSOCIATION
OF EUROPE (CMAE)

MDP 1 - Club Operations
Programme

This course is designed to improve Club Managers' management and critical thinking.

Subjects covered :

- Strategic / business planning
- Successful committee strategies
- Staff performance management / motivation systems
- Building the team
- Time and stress management
- Managing conflict & managing relationships
- Negotiation techniques
- Guiding the politics of governance manager survival
- Using technology at your club
- LUMINA SPARK : Self awareness tool

This comprehensive training course covers all competency areas of the modern club manager :

- Club governance
- Accounting, finance and data analytics
- Strategy & leadership
- Golf, sports, recreation and wellness
- Membership & marketing
- Human resources & professional resources
- Interpersonal skills
- Food and beverage management
- Information technology
- Statutory compliance
- Facilities management



Summers 1994 & 1995

ASSISTANT PRESS OFFICE
SOCIÉTÉ DES BAINS DE MER
Hotels, casinos, restaurants, theaters...
Monte-Carlo, Monaco

Writing press releases, in both French and English, in contact with the local and international media to promote summer events (Gala Red Cross concerts at Sporting...), organization of interviews and photographic sessions, English interpreter for foreign journalists, conducting press visits and translating interviews and press conferences.



September 1992 - June 1996

EMERSON COLLEGE
Bachelor of Science
Majoring in Marketing, Advertising
and Public Relations
Boston, USA

Dean List. GPA : 3,63 Cum Laude

Elected member of Who's Who Among Students in American Universities and College
Member of the Alpha Delta Sigma Honorary Society of the American Advertising Federation
Member of the Gold Key Honor Society



September 1989 - July 1992

LYCÉE AUGUSTE ET JEAN RENOIR
Baccalauréat B (Economics et social)
Cagnes sur Mer, FRANCE

VOLUNTEER



June 2016

VIPS service venue volunteer
UEFA EURO 2016
Nice stadium, France

For the 4 matches of the UEFA EURO 2016 held in Nice, my hometown, I took a break from my work at the Eiffel Tower, to be a VIPS welcome host under the UEFA EURO 2016 volunteer program.



October 2017

Ecovolunteer
CENTRO DE RECUPERAÇÃO
DO LOBO IBÉRICO
Iberian Wolf Recovery Center
Mafra, Portugal

The tasks assigned to the volunteers are as follows:

- Preparation of food and feeding and providing water to the wolves
- Helping on handling the meat and giving it to the wolves
- Checking the wolves' water supplies (during summer at least 3 times a day)
- Monitoring and observation of the wolves: volunteers are placed in specific observation points and try to observe the wolves in a specific enclosure to check on behaviour, physical condition, if feed is consumed, etc;
- Site maintenance (e.g. picking litter, forest clearing, digging, painting, cleaning, etc.)



January 2019 - February 2019
January 2020 - February 2020

Volunteers management team
SAUDI INTERNATIONAL
EUROPEAN TOUR GOLF
TOURNAMENT
Royal Greens @KAEC, Saudi Arabia

Part of the volunteers management team, I have endorsed different roles on the tournaments such as planning volunteers' schedule, walking scorer, marshalling, water buggy, VIP transportation on course...

