

ELISA C.BECKER

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PROFILE AND SKILLS

- International experience in marketing & communications, project management and programming
- China Expert and tourism professional

EXPERIENCE

DEVELOPMENT DIRECTOR MAISON DE LA CHINE/FAZHONGZHIJIA, PARIS MAY 2012-PRESENT

- Launch and strategically manage the first French travel agency to design tailor made business, cultural and community's travels to Europe geared to foreign and especially Chinese visitors.
- Initiate and organize events and rep missions to promote France tourism and French tourism businesses and institutions
- Plan and manage communications, social media, SEO/SEM and digital marketing
- Client development and market prospection
- Cultivate a network among French and Chinese tourism institutions (Airports, State tourism departments, Regional Tourism committees...)

SPONSORSHIP ASSOCIATE, BAM, NEW YORK /FESTIVAL SEASONS OF CAMBODIA JULY 2010-MAY 2012

- Prospect corporate sponsorship, foundations' grants and individuals' contributions
- Write proposals, contracts and reports, ensure sponsors' maintenance and create satisfaction surveys (**Sofitel, Aman, Bank of America, Amex, Bloomberg, China Institute, The Pollock-Krasner Foundation ...**)
- Create and implement a performance evaluation dashboard for BAM's Development department, manage **Tessitura** donors' data-base

EVENT PLANNER, INDIA-CHINA INSTITUTE, THE NEW SCHOOL, NEW YORK MAR 2010-JULY 2010

- Organize, manage and create content for conferences, panel's discussions and lectures' sourcing speakers in the USA, India and China scholar's communities
- Manage event's communications and coordination

COMMUNICATIONS DIRECTOR, ULLENS CENTER FOR CONTEMPORARY ART, BEIJING NOV 2007- FEV 2010

- Develop international and China national communications, PR partnerships and sponsoring
- Organize and supervise openings and events in coordination with the art team
- Initiate **Bloomberg, Smart and Apple** sponsorships

- Develop content and coordinate a series of public programs on art and Chinese society (*Love Brands, Breaking News, .A. Chinese man in..*)

BUSINESS DIRECTOR, BBDO ADVERTISING, BEIJING JAN 2006-NOV 2007

Manage strategic planning, client relationship and advertising China campaigns for Chrysler, Jeep and Dodge, initiate new biz development (Snow Beer) Achieved **+ 65%/year** growth in primary account

INTERNAL COMMUNICATIONS MANAGER, AIRBUS, TOULOUSE, BEIJING JAN 2001-JAN 2006

- Manage and coordinated the **A380 Internal Communications** including events organization (final assembly line, roll-out, first flight...) and company wide magazine publishing)
- Write and coordinate the implementation of Team Talk, an internal process for cascading top down and collecting bottom up information through the organization
- Support PR projects, coordinated Internal communications integration and CSR (Airbus China 2002-2004) Maintain Euro RSCG Airbus account

EDUCATION

THE NEW SCHOOL, NEW YORK, — M.S. NON-PROFIT MANAGEMENT FEB 2010- JAN 2012

SOAS, LONDON, — M.A. HISTORY OF FAR EASTERN ARTS SEP 2000- DEC 2001

INALCO, PARIS, — BA CHINESE LANGUAGE AND CIVILIZATION SEP 1993- DEC 1998

MISCELLANEOUS

VOLUNTEERING

- **Habitat for Humanity**, Washington DC, **Dress for Success** NYC (2010, 2011), Teaching French to Chinese immigrants in France (2007).

CURATING AND FUNDRAISING

- *Fundraising consultant for Izolyatsia (2016) Kiev, Honore,(2015), "Eat&Crit" Singapore France Festival (2015), "A la recherche du temps perdu" (2009), Beijing, New York, Galerie Zürcher (2010), "Entre" (2008),*

LANGUAGES

- **Mandarin Chinese: Fluent**
- **English: Fluent**
- **French: Mother-tongue**
- **Spanish: Intermediary**
- **Dutch: Beginner**

IT

PC&Mac Adobe suite, I-view media, constant contacts, **SPSS, Tessitura**