



GONNET CASSANDRA TOKYO, JAPAN

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ABOUT ME

As my contract at the French Embassy will soon come to an end, I am looking for a new exciting professional adventure from September 2024 in Japan, in an innovative company. I am a positive, motivated and open-minded person, with strong project management and communication skills.

SKILLS

LANGUAGES

French	native
English	fluent
Japanese	N2-3 level
Spanish	conversational

COMPUTER

Adobe Suit	Google Suit
Office Suit	Teams/Zoom
WYSIWYG	Basic Coding
Canva	

SOFT SKILLS

Autonomy	Planning
Pro-activity	Creativity

MISCELLANEOUS

- French teacher in Japan (3months)
- French teacher for Ensemble en Français - online school (6months)

EDUCATION

2018-2019

Exchange Program
Marketing & Business
@Rikkyo University
Tokyo, Japan

2015-2020

Master Program
International Management
@Neoma Business School
Reims, France

2013-2015

Preparatory Class
English Literature
@Lycée Carnot
Dijon, France

PROFESSIONAL EXPERIENCE

- 09/2022 - 08/2024 : **Industry and Innovation Attachée**

Economic Department, Ambassade de France au Japon. *Tokyo, Japan*
Enhance cooperation between the French and the Japanese Ministry of Economy. Produce in-depth analyzes of industry and innovation sectors in Japan. Collaborate with French companies (from international groups to startups) to expand their activities. Organize events inside and outside the Embassy (G7). Brief and support the Ambassador for meetings. Supervize the Economic Department's digital communication on (LinkedIn) and offline (newsletter, intranet). Recruited 5 collaborators from sourcing to training.

- 01/2021 - 08/2022 : **Project Manager, Entrepreneur**

Example of missions I had to lead for at least one year :

- Marketing & Sales Consultant for independant winemakers from Bourgogne French wine export and sales in Japan.
- Marketing & Strategy Consultant and digital creation for Johnny's Entertainment
- Marketing, sales & Strategy Consultant for Bethyself.jp
- Recruitment Consultant, talent development for Segula Technologies Japan
- Digital creation for Neokyo.com

- 01/2020 - 09/2020 : **Country Manager Assistant.**

Element Logic. *Chalon-sur-Saône, France*
Created the French subsidiary. Led market studies, created and managed B2B client portfolio (acquisition, project management), in charge of sourcing and recruitment of the team. Organized international events and participated in tradeshowes. In charge of internal and external communication.

- 03/2020 : **Marketing & Strategy Consultant.**

Le Cordon Bleu Japon. *Remote*

Led market studies. Produced a full report and presented to CEO. Helped with development strategy.

- 09/2018 - 02/2019 : **Project Manager.**

Japanzon. *Tokyo, Japan*

Created a brand new online business: website building, products and suppliers sourcing, community management. B2C sales management. Online advertisement through SNS.

- 01/2017 - 07/2017 : **Director's Assistant.**

Domaine Lorenzon. *Mercurey, France*

Led market analyses and B2B/B2C client portfolio management, elaborated the expansion strategic plan. In charge of HR and recruitment. Opened 3 new international markets. Sold all production before its release. Signed new distribution partnerships. Organized local and national events, tastings with clients,...

- 04/2016 - 07/2016 : **Marketing Analyst.**

Arcelor Mittal. *Le Creusot, France*

Led market analyses and B2B client portfolio management, elaborated the 3-years strategic plan for the department, head of internal and external communication, participated in international events organization.