



# Muriel Bertile

Digital Communications  
Strategist at Invoke Intelligence  
& Influence

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## Links

[LinkedIn](#)

## Languages

French

## About

CONTENT MANAGER COMMUNITY MANAGER LA COMMUNICATION Experte bilingue (FR/EN) en communication spécialisée dans les stratégies digitales, les relations publiques et la gestion de projets. Je possède plus de 10 années d'expériences dans les secteurs privés (start-up & grands groupes internationaux) en France ainsi qu'à l'international (Etats-Unis/Inde/Maurice).

### BRANDS WORKED WITH

Blast Burson Cohn & Wolfe

Consulate General of France In Pondicherry & Chennai

Epauprif (Etablissement Public D'Aménagement Universitaire de la Région Ile-de-France)

Honeywell International, Fortune 100

Invoke Intelligence & Influence

Kurdistan Regional Government - Iraq

Ministère de la Défense

Taylor Corporation

## Experience

### ● Digital Communications Strategist

Invoke Intelligence & Influence | Jul 2020 -

Client portfolio : International Photo Festival : Photoclimat / Luxury Property Developers : TMG for Fours Seasons / Social Entreprise : The Good Shop / International photographer : Paul Choy / Ed Tech Start-up : Le Wagon...



### ● Director Of Public Relations/Head of Digital

Blast Burson Cohn & Wolfe | Oct 2019 -

### ● Regional cooperation coordinator (India / Reunion island)

Consulate General of France In Pondicherry & Chennai | Apr 2015 -

Implementation of international projects aligned with Reunion Island Government's strategic priorities and regional development priorities in India to promote economic, academic and cultural cooperation.

- Planning, appraisal, supervision & reporting on projects
- Organization of missions for delegations (Air Austral Senior VP/Chamber of Commerce President)
- Conception and execution of global promotional events such as Forum of Destinations (tourism development) & International diplomatic events such as Goût de France
- In charge of the Consulate online presence and editorial line (Twitter/FB/Website of the Consulate)
- Collected, measured and analysed the performance of the consulate campaigns, events and communication

### ● Communications manager

Kurdistan Regional Government - Iraq | Sep 2012 -

Implementation of communication strategies for French and European leaders in accordance with the communication policies of KRG HQ in Iraq

- Management of international cultural, academic and business projects between Kurdistan-Iraq, European countries, North America & France
- Press Relations / Public Relations / Website management, social networking

### ● Project Manager EMEA

Taylor Corporation | Sep 2010 -

Sales support and customer service for EMEA Sales Managers and clients.

- Managed live jobs through the production process (conception - estimating the cost of production - production - shipping and billing)
- Served as a liaison in FR/EN between the facilities in the U.S. and European sales managers and clients
- 3D expertise for the various regional sales managers and sales representatives in Europe
- Coordinated production details with Planning, Scheduling and production departments
- Managed external production and relationship with subcontractors
- Monitoring budget

### ● **Bilingual Account Manager**

Honeywell International, Fortune 100 | Aug 2008 -

Oversees \$4 million portfolio as the lead contact of the OEM channel for the Canadian market

Key achievements:

- Improved productivity and efficiency by decreasing clients claims and disputes from a 3 month backlog to current status
- Brought efficiency up by improving turnaround time regarding customers requests from 3 days to 24h
- Interfaced with sales rep. to implement usage of the B2B website to confide autonomy and administration to customers
- Expanded cross-functional communications between sales rep., distributors, customers and freight forwarders in Canada to assure international transactions and better serve clients
- Collaborated efficiently with diverse teams: order entry in India, product planers in Asia, Europe, North America and marketing & finance to ensure proper order entry, shipping, pricing and credit terms

### ● **Media Analyst (Internship)**

Ministère de la Défense | May 2007 -

- Summarized and analyzed Foreign and National Press regarding Defense policies, International Relations and Political subjects to deliver an internal daily news briefing to the entirety of Defense forces in Paris and overseas. Selected to monitor International issues such as the war on Terror, the war in Iraq, Iranian tensions, the American missile defense shield in Europe...
- Delivered high-impact analytical products to leaders of the French DoD for strategic decisions on different subjects such as the analysis of the way British authorities (PM/DoD/FO) did communicate on the crisis triggered by the abduction of fifteen British sailors by Iranian naval forces
- Produced weekly analysis of the national Ivory Coast Press, a French military Opex (External Operation)

### ● **Communications Specialist**

Epaupif (Etablissement Public D'Aménagement Universitaire de la Région Ile-de-France) | Sep 2006 -

EPA Jussieu - Urban Public Development Organization of Jussieu. Within the Information Office: sensitive communication regarding the removal of asbestos on an open campus

- Articles for internal & external channels (Internet, Booklets ...)
- Multimedia productions (Short video footage, Photography) and graphic creations (PPT Presentations)
- Press-clipping, press-files and communication plans
- Press releases, conferences and visits