

MATHIS BOTTIAU

COMMUNICATIONS AND DIGITAL MARKETING OFFICER

With a Master's degree in Applied Foreign Languages, I have worked on communications projects in Malaysia and Kazakhstan. Curious, organised and adaptable, I aim to support communications for an internationally focused organisation.



Évreux, France

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SKILLS

Communications and digital marketing: French/English writing, web content, social media, newsletters, email marketing.

Project coordination: planning, industry research, market analysis and budget tracking.

Tools: TYPO3, GetResponse, Odoo CRM, SharePoint, Canva, Calaméo, CapCut, Microsoft Office.

Strengths: interpersonal skills, attention to detail, creativity and intercultural adaptability.

PROFESSIONAL EXPERIENCE

Communications and digital marketing assistant (internship)

FEB - AUG 2026

CCI France Malaysia (CCIFM) | Kuala Lumpur, Malaysia

- Weekly publication of business news on TYPO3: sector research, translation and visual design.
- Production of monthly and quarterly newsletters and email marketing campaigns using GetResponse.
- Segmentation of Odoo CRM / GetResponse contacts to target campaigns and track prospects.
- Creation of visuals and LinkedIn posts to promote Chamber events, including its 2026 strategy seminar.
- Support for the Malaysian-French Business Voice: company follow-ups and preparation of bilingual articles and visuals.

International trade show promotion

FEB - AUG 2026

(Additional assignment during the CCIFM internship)

Promosalons | Kuala Lumpur, Malaysia

- Management of invitations, badges and follow-ups for Vinexpo Asia 2026 in Hong Kong; registration tracking.
- Design of newsletters and promotional materials for international trade shows, including SIAL Paris.
- Analysis of the Singaporean aerospace market for the SIAE (Paris Air Show): key players and market outlook.
- Organisation of project plans, documents and budget trackers in SharePoint to coordinate trade shows.

Cultural and events assistant (internship)

MAR - JUN 2025

Alliance Française d'Astana | Astana, Kazakhstan

- Facilitation of conversation and film clubs; support for French as a Foreign Language teachers.
- Coordination of guest reception, logistics and promotion for cultural events, including Euro Fest and workshops.
- Creation of web, social media and print content to publicise the programme to multilingual audiences.

EDUCATION

Master's in Applied Foreign Languages, Communications and Events

2024 - 2026

University of Rouen Normandy | Mention Très Bien (high honours)

Bachelor's in Applied Foreign Languages, International Business

2021 - 2024

University of Rouen Normandy | Mention Bien (honours)

Erasmus exchanges: Yıldız Teknik Üniversitesi (Türkiye, 2025-2026); Tallinn University (Estonia, 2023-2024)

LANGUAGES

French: native | English: C1 | Spanish: B2 | Russian: A2