

Mathilde GAYET

MARKETING CONSULTANT

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📍 | Perth, Western Australia

🌐 | www.com-oz.com

PROFILE



Marketing professional with experience in digital communications, stakeholder engagement and event coordination. Currently operating as a freelance marketing consultant while bringing strong organisational skills developed in high-pressure FIFO environments.

EDUCATION



2020-2022

Master's degree
Digital Marketing & Communication
SUP DE PUB Bordeaux, FRANCE

2019-2020

Bachelor's degree
Communication & Webmastering
IUT Castres, FRANCE

2017-2019

University Diplome (DUT)
Technology in Marketing & Sales
IUT Perigueux, FRANCE

CORE SKILLS



- Social Media Management
- Webdesign & CRM
- Canva, Illustrator & Photoshop
- Content Creation & Copywriting
- End-to-end Event Coordination
- Budget Management
- Sponsorship & Partner Relations
- Email Marketing & Newsletters
- Logistics & Operational Planning

WORK EXPERIENCES



2023
Present

FREELANCE MARKETING & EVENTS CONSULTANT

ComOz' / Australia & France

- Led website creation and redesign projects from concept to launch, ensuring brand consistency, UX optimisation and SEO implementation
- Managed social media strategy and content creation, including paid advertising campaigns (Meta Ads)
- Designed brand identities including logo creation and visual guidelines
- Produced digital and print marketing materials (flyers, corporate reports, promotional merchandise)
- Created customised communication assets for private clients (invitations, illustrations, event materials)
- Coordinated and supported private and corporate events from planning to execution
- Managed client relationships, timelines and project delivery

2024
Present

FIFO UTILITY WORKER – MINING INDUSTRY

CIVEO / Western Australia

- Worked in minesite cleaning, housekeeping, kitchen
- Coordinated daily operational tasks in high-pressure environments
- Maintained strict compliance with safety standards
- Demonstrated resilience, adaptability and strong time management
- Worked collaboratively within multidisciplinary teams

2023
2024

EVENT STAFF

Burswood on Swan / Perth

- Supported event set-up and pack-down for corporate and private functions
- Assisted in coordinating on-site event logistics
- Managed bar operations and ensured high-quality guest service
- Maintained efficiency in fast-paced, high-volume environments

2020
2023

DIGITAL COMMUNICATION MANAGER

Adekoi / France

- Managed social media strategy and content creation for a portfolio of 15 clients across various industries
 - Developed and executed paid social campaigns (Meta Ads), monitoring performance and optimising ROI
 - Produced web content including SEO-optimised articles and website copy
 - Designed digital and print marketing materials (flyers, posters, brochures)
 - Led website creation and redesign projects from concept to launch, ensuring brand consistency and UX optimisation
 - Coordinated corporate events including company anniversary celebrations and trade shows
 - Collaborated with clients to align communication strategies with business objectives
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2019
2019

COMMUNICATION OFFICER (INTERSHIP)

Musée du Chai de Lardimalie / France

- Managed social media accounts, including content creation, scheduling and engagement monitoring
 - Developed and distributed newsletters
 - Updated and managed website content
 - Designed promotional materials for various cultural events (posters, flyers, digital visuals)
 - Coordinated the organisation of a wine fair and an exhibition opening (logistics, communication and partner liaison)
 - Contributed to increasing brand visibility and audience engagement
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2017
2019

EVENT PROJECT LEAD – ANNUAL GALA EVENT

IUT Perigueux / France

- Led coordination of a 250-attendee formal event
- Managed budget tracking and financial planning
- Secured sponsorships and negotiated supplier contracts
- Coordinated fundraising initiatives including raffle ticket sales and merchandise campaigns (stickers, event sales)
- Developed and executed the event communication strategy (invitations, social media campaigns, video teaser and promotional content)
- Coordinated logistics and on-site event operations
- Conducted post-event evaluation