

# Sophie Maulévrier

Tourism and leisure development consultant

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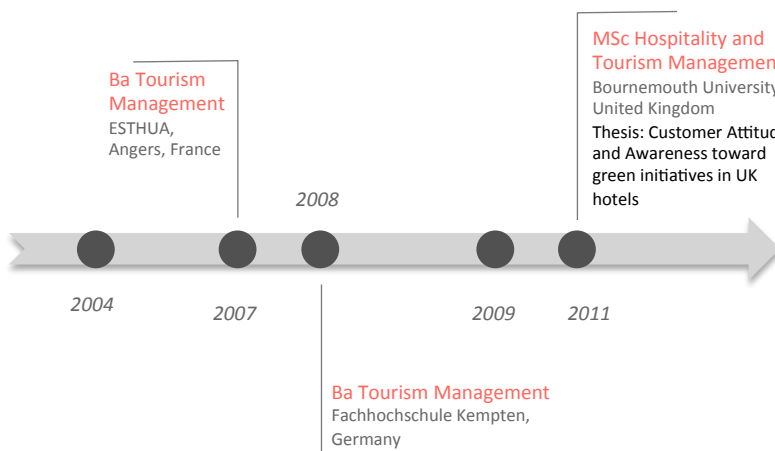
14th July 1986

Passionate about the tourism and leisure industry, I have +6 years of experience as operative in the hospitality, MICE and event industries as well as in the tourism and leisure development sector as strategic senior analyst.

## Professional experiences

- Since September 2010 **Strategic senior analyst**  
T&L-Indra Consulting (Europraxis)  
Barcelona, Spain
- Area of work: South America, Caribbean, Morocco, Middle East, Belgium and France
  - Highest achievement: signature of €45K project contract.
  - Development of beach and rural destination
  - Conceptualisation and marketing strategy for a heritage hotel chain
  - Rehabilitation of a leisure area including a waterpark, wellness centre, themed leisure area for kids and family
  - Development of leisure park around a Formula 1 circuit (Theme: Nature, innovation and cars)
  - Rehabilitation of an industrial area in a tourism, leisure and commercial urban hub
  - Strategic tourism plan for a Caribbean Island
  - Strategic wellness tourism plan for a country
  - Tourism organization and development plan for a wine region
- July 2008-August 2009 **Receptionist and night audit**  
4\*Hotel Hilton Arc de Triomphe  
Paris, France
- Worked as receptionist, executive lounge receptionist and night audit in a 462 rooms

## Education



## Skills & Expertise

### Industry of work

Tourism  
Leisure  
Retail

### Consultancy competencies

Market study  
Product conceptualization  
Masterplan analysis  
Destination strategy  
Marketing plan  
Action plans  
Financial analysis  
Business plan  
Project management  
Client management  
Project prospection

### Languages

	Beginner	Native
English	●●●●●	●
French	●●●●●	●●●
Spanish	●●●●●	●●
German	●●●●●	●●

### Software

	Beginner	Expert
Powerpoint	●●●●●	●
Excel	●●●●●	●
Word	●●●●●	●
Photoshop	●●●●●	●
Prezi	●●●●●	●

## Interests

