

# Laurence BRIFFA

## ADMINISTRATIVE SALES OFFICER

### ABOUT ME

Flexible, I was able to quickly adapt to various positions and responsibilities, in France and abroad. In charge of customer relationship, English proficiency, I take care of the follow-up of files, from the receipt of the order to the place of delivery; ensuring reception on good conditions. My interpersonal skills and my sense of communication are essential assets for successfully building customer loyalty, and maintaining good professional relationships with salespeople, as well as my colleagues at headquarters. Contact me, and let's talk about it.

### PROFESSIONAL SKILLS

#### Commercial support and Customer service

- Manage customer service support, in France, for Export and inter-agencies
- Process the portfolio of orders from pharmaceutical delegates and wholesalers
- Receive and handle customers' calls and pharmaceutical representatives
- Ensure updates of customer accounts
- Create marketing materials, forecasts on spreadsheets and charts
- Analyse sales promotion
- Create statistics, reports and surveys (bilingual French / English)
- Assist in the coordination of promotional activities
- Manage stocks in relation to finance, budget planning and overseas distributors
- Ensure the follow-up of after-sales service files, and revive litigation players
- Present results, set up and monitor indicators

#### International coordination - Cross-disciplinary work

- Coordinate international partners companies, distributors of export products
- Follow consultant contracts from countries of the Mediterranean area
- Be the interface in-between different production sites: Australia, Ireland, Latin America, UK, USA, Netherlands; in-between departments in France and Ireland; and internal services
- Manage relationship with transport companies, for continuous improvement

### PROFESSIONAL CAREER

#### Customer service - Coordination - Marketing (9 years)

- 2021-2022: Customer Relationship Officer, France & Export, fixed-term contract  
- IFF: International Flavors & Fragrances, Le Cannel - Natural flavorings manufacturing plant
- 2005: Sales Support Analyst & Marketing Support for Botox®, EAME area, temporary contract  
- Allergan France, Sophia Antipolis - Pharmaceutical laboratory
- 1997-2003, 6 years in Ireland, unlimited contracts:
  - 1999-2003: Team Leader, for the French Surgical Dept. (4 persons)
  - 1997-1998: Tele-sales Representative, contactology Dept.  
- Allergan Pharmaceuticals Ltd & A.M.O., Dublin (IE) - Pharmaceutical Labo in ophthalmology

#### Bilingual French/English Assistantship - Teams supports (10 years)

- 2017-2019: Bilingual Teams Research Assistant (50 persons and 20 nationalities), limited-term contract  
- Inria, Sophia Antipolis - Public Institute for Digital Scientific Research
- 2017: Senior Office Manager: Wever, Ardan program, Mandelieu - Daily carpooling start-up
- 2014-17: Bilingual Personnel Assistant, & Teams Assistant: 15 to 75 persons, temporary-contract  
Directions: General Services, Site Director, Satellites operations Director, & Legal VP's  
- Thales Alenia Space, Cannes & Toulouse - Spatial industry
- 2007-08: Scientific Program Assistant, Congress area, limited-term contract  
- European Society of Cardiology, Sophia Antipolis - European congresses in cardiology
- 2006-07: Customers Sales & Management Supports, Export Dept., temporary contract  
-Thales Underwater Systems, Sophia Antipolis - Electronic sonar supplier
- 2006: Personal & Projects Assistant, limited-term contract  
- Plan Bleu, Sophia Antipolis: Mediterranean United Nations Environment Programme
- 2003-04: Bilingual Administrative & Sales Support, Export Dept., unlimited contract  
- Integra Neurosciences, Sophia Antipolis - Neurochirurgical laboratory

#### Sustainable mobility Advice (Professional 6 years & Volunteer 13 years)

- 2011-13: Sustainable mobility Manager: Green Code Agency, freelance
- 2008-11: Eco-mobility Project Manager, temporary contract  
- Amadeus Sophia: Implementation of the Inter-Company Travel Plan
- Since 2012: Vice-president of Transports & Mobility group, at Conseil de Développement de la Communauté d'Agglomération Sophia Antipolis
- Since 2008: President of TraViSA association: Work and Live at Sophia Antipolis: How to better commute daily?

#### Animation - Event Communication

- 2016: Animation & Communication Officer, limited-term contract, Telecom Valley, Sophia, Digital facilitator on French Riviera



### CONTACTS

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### HARD-SKILLS

- Customer service management
- Good organisation skills
- Interface in-between different actors
- English proficiency (C1)
- Customer satisfaction

### SOFT-SKILLS

- Good interpersonal skills
- Dynamism
- Team spirit
- Sense of initiative
- Responsiveness

### COMPUTER SKILLS

MS Pack Office, Canva, Oracle, SAP, Slack, SharePoint, Teams, Trello, WordPress

### EDUCATION

- Team leading skills for front line Manager, Irish Management Institute, Dublin, Ireland, 2000
- Personal Assistant diploma, French-English, 2 years' higher education, Chamber of Commerce, Avignon 1996

### REFERENCES

Allergan, Amadeus, Inria, Advanced Medical Optics, European Society of Cardiology, Thales Alenia Space

### VOLUNTEERING

- VP at Conseil de Dévt. de la CASA: Transportation and mobility
- President of TraViSA association: Eco-citizen initiatives at Sophia
- JCI Antibes - Sophia Antipolis

### HOBBIES

- Cooking, photographing, travelling
- Cardio-training, mountain biking