



Sally Guillaume

After starting my career as a science teacher in the UK, I then re-trained as a journalist, working for several years at the BBC, before moving to France to set up my own travel company.

For the last 15 years I have dedicated my energy to growing and developing Undiscovered Mountains to become a leader in mountain and adventure tourism and ethical travel.

I am looking for new challenges where I can use and share my skills and experience in tourism, marketing, PR, management, business development and of course my languages.

Email

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Address

Quartier L' Oratoire

Phone

0033 (0)677 36 29 42

Date of birth

1973-02-05

Nationality

British and French

Experience

Gap, Hautes Alpes
May 2005 - Present

Owner and Director

Undiscovered Mountains Ltd

- Sales and marketing (social media, print media and internet)
- Public relations, press and media
- Commercial contract negotiation and management (BtoB and BtoC)
- Accounting and budget management
- Management of the development of a tailor made online booking system and website
- Translation of French into English texts
- Creation of marketing material for anglophone market
- Copywriting and SEO optimisation of website content
- Human resources management
- Creation and development of tourism products
- Client reception and management
- Management of trip logistics and details
- Application of the law specific to tourism industry
- Business development
- Study of impact and strategy to adapt to major changes in the industry (eg: global agglomerators Booking.com, AirBnb, Expedia, etc.)

Jarjayes, Hautes Alpes
May 2015 - June 2017

Voluntary - English Teacher

Ecole Pierre Bossy

- Creation and delivery of English lessons to primary school pupils.
- Participation in the creation of ERASMUS grant application.
- Translation of texts between the two schools and for ERASMUS administrators.
- Participation in the organisation and delivery of an ERASMUS project for an English and French school for 2 years.
- Organisation of school trips to England and France for respective schools.

Gap, Hautes Alpes
October 2006 - August 2008

Director

SARL Jackson

- Translation of texts from French to English in tourism sector
- Preparation and delivery of English lessons and courses for private clients.

Pont du Fosse, Hautes Alpes
January 2007 - March 2007

English Teacher

Lycée Poutrain

- Teaching English to sixth form college students (4ème to Bac professionnel)
- Setting up examination procedures.

Manchester, UK
January 2002 - January 2006

Journalist and Producer

BBC British Broadcasting Corporation

- News reports and interviews for local BBC news
- Production of short documentary films
- Team management (3 - 8 people)
- Event organisation

Oldham, Manchester, UK
September 2000 - July 2001

Science Teacher

Oldham Local Education Authority

- Preparation and delivery of science lessons for Y7 - 11 secondary school pupils.

Stockport, Manchester, UK
September 1998 - August 2000

Schools Project Manager

Waste Watch

- Creation, development and execution of an education program for 120 primary and secondary schools.

UK
April 1993 - August 1998

Outdoor Education Instructor

Freelance

- Development and instruction of outdoor education programs for wide range of clients.

Skills

High level of IT skills including Office, Adobe Photoshop, Final Cut Pro, HTML

Self-motivated with high level of self discipline

High level of communication and negotiating skills

Articulate and precise with particular attention to detail.

Creative and innovative - an ideas person A team player

Good business acumen and commercial awareness.

Languages

English

Native Language

Français

Fluent

Education

Preston, UK
2002

Postgraduate Diploma in Broadcast Journalism

University of Central Lancashire, Preston, UK

Specialising in law and politics for journalism

Liverpool, UK
1998

Bachelor of Sciences with Qualified Teacher Status - Secondary Education.

Liverpool John Moore's University

1st Class degree achieved.

Dissertation Title - The Economic and Social Impacts of Tourism on Small Scale Self-Sufficient Societies (in Ladakh, India)

Manchester, UK
1997

A levels

Manchester Colleges, Manchester

Human Biology, Psychology, Sociology