

SABRINA PLACIER

Vancouver, BC | Hybrid / On-site | Bilingual FR/EN

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[My portfolio website](#)

PROFESSIONAL SUMMARY

Strategic Communications & Engagement Specialist with experience across corporate and nonprofit environments in France and Canada. Background supporting a 4 000 employee corporate headquarters (SNCF) and leading stakeholder engagement, digital learning, employee experience and multi stakeholder initiatives within the nonprofit sector in British Columbia. Experienced in internal communications, cross-functional project coordination, training development, event management and community engagement.

CORE STRENGTHS

Strategic Communications - Stakeholder Engagement - Employee Experience - Internal Communications - Learning & Development - Event & Community Engagement - Digital Communications - Cross-Functional Coordination - Training Design - Change & Engagement Initiatives - Vendor & Budget Management - Bilingual Communications (FR/EN)

PROFESSIONAL EXPERIENCE

Freelance Project Lead - Sponsorship Strategy – Fifa World Cup 26

Chamber of Commerce and Industry France Western Canada



Vancouver, BC | 2026

- Led the development of a sponsorship strategy project related to FIFA World Cup 2026 opportunities in Vancouver.
- Produced a comprehensive partnership and sponsorship recommendation deck including stakeholder positioning, strategic opportunities and engagement recommendations.
- Developed sponsorship materials and strategic proposals to support partnership outreach and event-related business engagement initiatives.

Member Liaison Coordinator - Francophone Immigration Network of British Columbia (RIFCB)



Vancouver, BC | 2024 – Present

- Designed and delivered 8+ annual hybrid, virtual and in person stakeholder events gathering 50–100 participants.
- Managed event budgets up to \$30,000 and coordinated vendors, logistics and stakeholder communications.

- Led the redesign of the organization's Moodle learning platform to improve training accessibility and user experience.
- Developed 4 asynchronous learning modules covering governance, ED&I, ACS+ and onboarding, including content creation and video production.
- Managed engagement across a network of 35+ member organizations and provincial/national partners.
- Introduced new engagement processes and follow up strategies contributing to increased member participation and collaboration.

Project Manager - Equity Training Program (ED&I) RIFCB



Vancouver, BC | 2023 – 2024

- Led a \$55,000 ED&I training initiative across 3 organizations involving 35 participants.
- Coordinated subject matter experts and developed 4 asynchronous Moodle modules.
- Supported curriculum integration and national-level recognition from IRCC.

Event Coordinator - Francophone Youth Council of British Columbia



Vancouver, BC | 2022 – 2023

- Coordinated large-scale leadership and community events gathering 100+ youth participants across British Columbia.
- Oversaw transportation, accommodation, catering, programming and stakeholder coordination.
- Managed vendors, volunteers and facilitators in fast-paced multi-stakeholder environments.

Freelance Consultant - Brand & Communication Design



Paris, France | 2020 – 2022

- Supported SMEs and entrepreneurs in strengthening brand positioning and digital visibility.
- Created brand guidelines, website wireframes, communication assets and audience focused digital content.
- Delivered SEO optimization, campaign support and social media strategies.
- Managed client relationships, timelines and deliverables across multiple projects.

Digital & Internal Communications Manager - SNCF



Paris, France | 2017 – 2022

- Supported internal communications and engagement initiatives for a 4 000-employee corporate headquarters.
- Managed multi-channel communications including newsletters, intranet, HR communications, signage and internal campaigns.
- Delivered corporate engagement events including leadership townhalls, wellbeing initiatives and a 500-participant corporate race.
- Developed SharePoint intranet platforms supporting Communications, HR and Media Relations teams.
- Executed 5+ annual internal campaigns including crisis and change communications initiatives.

EDUCATION

Master's Degree in Digital Communication & Marketing | 2017 – 2019

Bachelor's Degree in Communication & Marketing | 2014 – 2017

TOOLS & PLATFORMS

Canva - SharePoint - Moodle - WordPress - HubSpot - Mailchimp - Google Analytics - Microsoft Office Suite -
Adobe Illustrator - InDesign - Premiere Pro - Trello - Asana - Shopify