

# Leeanne Bonnialy



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Paris, France

I am looking for an internship as a communication strategist at an agency starting from April 5th, 2024.

## EDUCATION

**Postgraduate degree**  
CELSA, Sorbonne University.  
Present

**Master's degree in communication & management of cultural projects**  
CELSA, Sorbonne University.  
2021/2023

**Bachelor's degree in communication**  
CELSA, Sorbonne University.  
2020/2021

**Three-year intensive program in human sciences** preparing for the competitive national exam to CELSA, Sorbonne university.  
2017/2019

## SKILLS

- Strong writing skills
- Social media content strategy
- Problem solving and innovating thinking
- Conduct qualitative studies
- Teamwork
- Microsoft suite & graphic design tools

## LANGUAGES



fluent



native

## HOBBIES

- 2 years of improvisational theater.
- Training in podcast creation, association La Cassette.
- 1 year of initiation courses in art history, École du Louvre.

## WORK EXPERIENCE

### CREATIVE BRAND STRATEGIST & EDITORIAL CONSULTANT- Bronx agency

October 2023/Present

**Clients : Paris Opera, French Film Market, Cannes Film Festival, the French mental health association PSSM, Rogervoice.**

- Cultural trend studies and brand audits.
- Writing creative briefs and developing strategic recommendations.
- Qualitative studies assessing target-audience.
- Supporting the editorial/social media team : writing articles, monitoring Visibrain studies, editing strategic recommendations for brand content on social media, creating the social media content calendars

### COORDINATOR OF TRAIN STATION EXHIBITIONS - SNCF Retail & Connexions

September 2022/September 2023

- Feasibility study of station events (quotes, forecast cost calculations, and recommendations).
- Internal communication between train stations and cultural partners.
- Management of service providers and the external creative team (graphic designers, photographers, and writers).
- Monitoring of the event logistics.

### COMMUNICATION & PRODUCTION ASSISTANT - Festival l'Art dans la rue

January/July 2022

#### Communication

- Writing of communication materials.
- Content creation and community management on Instagram.
- Press relations for event publicity.
- Partnerships with local retailers.
- Creation of the grant application for government funding.

#### Production

- Logistical and administrative monitoring of the festival setup.
- Assisting in the arrival of artists.
- Installation and presentation of Marie Hudelot's photographic exhibition as part of the festival.

### COMMUNICATION ASSISTANT - Theater of Maison-Alfort

April/July 2021

- Writing and creation of communication materials (newsletters, show sheets, press kit).
- Community management on social media.
- Website update.
- Video cutting and editing.
- Creation of print posters on Indesign.
- Greeting of the public and theater companies in artistic residence.

### CONTENT WRITER - Datama startup

July/September 2020

Writing articles on WordPress according to SEO rules to develop the editorial strategy. Promotion of the articles on social media.