

# Leeanne Bonnialy



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French citizen based in Berlin

## EDUCATION

**One-year bachelor's degree  
Graphic design & Webdesign**  
STUDI, remote school.  
(compatible with professional activity)  
2024/2025

**Postgraduate degree**  
CELSA, Sorbonne University.  
2023/2024

**Master's degree in communication  
& management**  
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 & storytelling
- Social media content strategy
- Problem solving & innovative thinking
- Project management
- Event organization
- Collaborative attitude
- Graphic design / Video editing  
(Adobe Creative Suite, Canva, Capcut)
- Social listening tools

## LANGUAGES

<b>French</b> native	<b>English</b> C1	<b>German</b> undertaking intensive course
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## HOBBIES

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

## WORK EXPERIENCE

### **SOCIAL MEDIA MARKETING MANAGER - charisme app**

June/August 2024, Berlin

- Developing and executing a social media strategy to boost brand visibility and engagement.
- Creating platform-adapted content in English (Instagram, TikTok, Reddit) and community management.
- Analyzing performance metrics to refine strategy and maximize reach.

### **CREATIVE BRAND STRATEGIST & SOCIAL MEDIA CONSULTANT- Bronx agency**

October 2023/April 2024, Paris

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

- Developing social media strategies aligned with brand goals and audience insights.
- Creating editorial calendars and scripts to optimize content performance.
- Conducting social listening analysis to optimize engagement.
- Contributing to influencer activation strategies.

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

September 2022/September 2023, Paris

- Feasibility study of station events (quotes, forecast cost calculations, recommendations and internal communication with gare stations).
- Management of service providers and the external creative team (graphic designers, photographers, and writers).
- Project management.

### **COMMUNICATION & EVENT COORDINATOR ASSISTANT - Festival l'Art dans la rue**

January/July 2022, Paris

#### **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.

#### **Event coordination**

- Logistical and administrative monitoring of the festival setup.

### **COMMUNICATION ASSISTANT - Theater of Maison-Alfort**

April/July 2021, Paris

- 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 theater companies in artistic residence.

### **CONTENT WRITER - Datama startup**

July/September 2020, Paris

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