

Rigor, Dynamism, Open-mind and Flexible.

Looking for an internship or an entry-level job for July 2019.

CHARLOTTE GEISSMANN

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WORK & LEADERSHIP EXPERIENCE

Digital Campaign Manager
September 2017 – June 2018

Radiance Media (Digital Media Agency) - Montreal – CANADA

- Managed more than 20 client's relationships and ensure on-time delivery.
- Created and conducted multichannel strategies to answer clients' objectives. Led to outstanding results: such as +217 % objective reach for Tourisme Gaspésie.
- Tested and adapted latest innovation as a LabX member (innovation team).

Assistant Brand Manager
May - September 2017

Agropur (CPGS Industry)– Montreal – CANADA

- Conducted a deep-dive analysis of creamy segment to better planned innovation.
- Co-managed recall crisis about children's products on digital media.
- Coordinated research about innovations of products and IÖGO's brand to enter one new market (snacks) and consolidate actual markets.

President
May 2016 – May 2017

Société de Relations d'Affaires – HEC Montreal Inc. (NGO) – Montreal – CANADA

- Managed strategic direction and operational supervision of 70 persons, 12 events, 3 clubs, 4 delegations.
- Improved career forum with 37% more companies with 100% satisfaction.
- Launched 4 team building activities that created a team spirit.

Digital Marketing Intern
May – July 2016

Société Générale (Retail Banking) – Paris (Hausmann Office) – FRANCE

- Analyzed and summarized the digital environment, led to a presentation in front of the local's office directors.
- Co-conducted targeting campaigns to increase sales of one product.
- *Gratified of a bonus given to the most promising trainees (maximum amount).*

EDUCATION

Msc in Digital Marketing
& Data Science
September 2018 – July 2019



Emlyon Business School – Paris – FRANCE, and Shanghai – CHINA

English full track

Learning Trip in Boston (MIT)

Student Fellowship – Thesis on AI & Voice Interfaces

Bachelor in Business
Administration
September 2013 – May 2017



HEC Montréal – Montreal – CANADA

Trilingual diploma - Major: Finance and Marketing

Scholarship: Implication and leadership.

Exchange Semester
September – December 2015



Sogang University – Business School - Seoul – SOUTH KOREA

Strategy, Economy, Accounting, Psychology, Human Resources.

High School Diploma ES
September 2010 – June 2013



Lycée Lyautey – Casablanca - MOROCCO

Laureate of the Mathematics Olympiads – High School Level

SKILLS AND INTERESTS

LANGUAGE

French - bilingual
English – professional
competency
Spanish – professional
competence

SKILLS



INTERESTS

Music (Transverse flute)
Cooking