

Branding, editorial strategy & content creation

EDUCATION

Sept 2010 - April 2012
Literary Preparatory Classes
Hypokhâgne / Khâgne
Chaptal highschool - Paris 17th

Sept 2012 - April 2013
License
Information and Communication
CELSEA Marketing, advertising & com.
SORBONNE UNIVERSITE

Sept 2013 - July 2015
Master 1 & 2
Information and Communication
CELSEA Marketing, advertising & com.
SORBONNE UNIVERSITE

Founder and CEO | April 2021 - Now
Charlotte Medinger - Joinville-le-Pont 94

- Creative workshops and brand identities
- Editorial guidelines and content strategies
- B2B and B2C content creation

Consultant | March 2020 - August 2020
marque & management - Paris 16th

- Brand audit and positioning
- Programming and writing of two websites
- Interviews and writing of B2B articles
- Developing content for social media
- Defining and implementing business development strategies

Advertising Manager | February 2019 - February 2020
Le Monde - Paris 13th

- Development of co-branded content and websites
- Implementation and monitoring of Brand Content operations in partnership with Le Monde, M le Magazine, L'OBS, Télérama, Courier International, and the HuffPost
- Managing various key accounts (Havas-Socialyse Paris, Group M-Médiacom, Regions, and International clients)

Content Manager | November 2015 - January 2019
QUANTUM - Paris 12th
ADVERTISING

- Writing native ads and developing digital strategies
- B2B communication (managing the company blog and weekly newsletter, writing e-books and press releases)
- Development of co-branded content and websites
- Speaker and organizer of Native Advertising training sessions

Digital Planner Assistant (English only) | March 2015 - August 2015
McCANN - Clichy 92

- Development and writing of a weekly newsletter
- Hot beverage sector and digital market monitoring
- Digital strategy for Nespresso's annual brand campaign
- Involvement in the creation of a website dedicated to recycling

Sales Director Assistant | May - July 2013, March - May 2014
SERVICEPLAN - Previously *Dufresne Corrigan Scarlett* - Levallois 92

- Automobile and hotel market monitoring
- Advertising market watch and preparation of brand reviews
- Follow-up of marketing studies on brand/advertiser relations
- Creation of tender offer files

PROFESSIONAL EXPERIENCES

LANGUAGES



AREAS OF EXPERTISE

- Branding
- Editorial strategy
- Copywriting
- Brand Content
- Storytelling

HOBBIES



Street-Art
Writing of Mister Copy's website and thesis « *How Street art is conquering urban space* »

Music - singing
Collaboration on the band's album « *Liqueur Brune* » (2009)



Literature
Writing of a short story « *The House of the Hill* » as part of a literary competition (2012)