



# ESTELLE ORSONNEAU

## ABOUT ME



Social networks are my way to get entertained but also a way to always be aware of what's going on in terms of news, music, trends



I'm using a lot of streaming plateformes to listen to music but also to watch series and documentaries

## SKILLS

### LANGUES

- French** (native speaker)
- English** (fluent)
- Spanish** ( basic communication skills)

### COMPUTING ABILITIES

Pack Microsoft Office  
Notions : Photoshop, Indesign and Illustrator

### PERSONNAL SKILLS

- Time management
- Autonomy
- Team spirit
- Reactivity

## CONTACT

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## MORE HERE



# INTERNSHIP - COMMUNICATION

Starting from September 2017

## EXPERIENCES

### LIDL FRANCE (RUNGIS - FR)

September 2016

### DIGITAL COMMUNICATION MANAGER - APPRENTICESHIP

- Lidl's Facebook, Twitter and Instagram accounts**
  - Competitive intelligence
  - Games creation on social media
  - Animation of the pages and creation of the editorial planning
- Sophie and Pierre's Pages (FB & IG)**
  - Development of the strategy with the agency
  - Launching of the pages
  - Approval of digital contents before the shooting, on the set and on post-production
  - Community management

### HEADOO (PARIS - FR)

May - August 2016

### PROJECT MANAGER - INTERSHIP

- Project management of event activities (social wall, photo booths and photo calls) for Aperol, Hageendasz and HP
- Project management of instore digital activities (social mirror) for Cacharel
- Coordination between sales and programmers' departements.

### CUBE SOLUTIONS (CLAMART - FR)

May - June 2014

### MERCHANDISING PROJECT MANAGER - INTERSHIP

Creation of digital visualisations of facing of Sephora's and Office Depot's shops

## PROJECTS

JUNE 2017



### THESIS

Music industry : Did the power balance between supply and demand have changed since music's digitalisation (written in french)

FEBRUARY 2017



### FINALISTE OF THE HACKATHON GARDE NATIONALE

Creation of a website and a mobile application gathering all the useful informations for reservists together. To make it more attractive we gamified it

FEBRUARY - MAY 2015



### FOUND RAISING FOR THE STEEVE BULL FOUNDATION

Organisation of events for the Erasmus community of Wolverhampton to raise money for Steeve Bulls' foundation

## EDUCATION

### SUP DE PUB PARIS

2016 - 2017 (FR)

Master degree specialised in **Digital Marketing & Social Networks**

### SUP DE PUB PARIS

2015 - 2016 (FR)

Bachelor degree specialised in **Communication & Brand strategy**

### UNIVERSITY OF WOLVERHAMPTON

2014 - 2015 (UK)

DUETI (DU) specialised in **Business Marketing**

### IUT DE SCEAUX

2012 - 2014 (FR)

Two years degree specialised in **International Trade**