

# Coralie Hentsch

Communications • Media • Digital

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## PROFESSIONAL EXPERIENCE

- 01/2016  
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Current
- **Kilograph Studio (Los Angeles) – Marketing Intern**
- Copywriting and press releases creation
  - Research new press opportunities
  - Help to the development of the marketing strategy
  - Social media and blog content updates
  - Website search engine optimization
- 01/2016  
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Current
- **The Build Shop (Los Angeles) – Marketing Intern**
- Content creation, curation, and delivery across digital platforms
  - Setting up and monitoring paid ads on social platforms and Google AdWords, and preparing and adhering to monthly budget
  - Reaching out to key media with pitches, press releases and press events/tours to elevate the profile of the company.
  - Analyzing market trends and providing recommendations
- 04/2015  
-  
07/2015
- **LivingHomes (Los Angeles) – Digital Marketing Consultant**
- Evaluation of the company's website and social media
  - Development of the social media plan and content strategy
  - Social media management and online monitoring
  - Creation of the company first mobile site
  - Online ranking and keywords research
- 09/2013  
-  
07/2014
- **JT International (Geneva) – Geneva Relations Coordinator**
- Corporate Communications & Philanthropy; Corporate Affairs
- Project management for two database projects (CRM)
  - Community relations and stakeholder engagement strategy
  - Stakeholder mapping and analysis (politic, social, cultural)
  - Collaboration on cultural partnerships and help with events
  - Development of an Intranet concept for the department
  - Coordinating communications related to the new HQ building
- 09/2011  
-  
03/2012
- **RTS Swiss Radio & TV (Geneva) – Media Intern**
- Corporate Communications: Media and Online Relations
- Web editing and management of the new corporate website
  - Blog posting and news publishing on social media channels
  - E-reputation and community management, online monitoring
  - Daily press coverage and thematic press reviews, newsletters
  - Proofreading and editing of press releases for TV channels
  - Research and investigation (economics, politics, cultural news)
- 07/2009  
-  
04/2009
- **Higher Colleges of Technology (Dubai) – Intern**
- Events management for *Education Without Borders*
- 01/2009
- **Editions Labor & Fides (Geneva) – Publishing Intern**
- Press relations, writing, proofreading and research
- 11/2008
- **Lombard Odier & Cie (Geneva) – Intern**
- Corporate Communications, events management

## ACADEMIC BACKGROUND

### UCLA Extension (US)

Postgraduate certificate in Marketing with concentration in Social Media and Web Analytics (Expected in March 2015)

### Cardiff University (UK)

Master in International Journalism School of Journalism, Media & Cultural Studies (JOMEC) (Graduated in December 2013)

### University of Geneva

Bachelor in Humanities  
Computer Science for Humanities;  
Modern French Literature  
(Graduated in June 2012)

## LANGUAGES

French: Mother tongue  
English: Full proficiency  
German: Intermediary level  
Spanish: Elementary level

## COMPUTER SKILLS

Office Word, Excel, PowerPoint  
Adobe Creative Suite (Photoshop)

Dreamweaver, WordPress  
Google Analytics, AdWords  
Google Webmaster Tools, SEO

HTML5, CSS, JavaScript  
Python, Java, SQL (Access)

## VOLUNTEERING

Human Rights Watch  
Act On Your Future  
Forum for Active Philanthropy  
Learn To Be

## INTERESTS

Writing, blogging, cinema, acting, singing, kitesurfing, windsurfing, skiing, scuba diving (PADI)