

Manon VOLAND

COMMUNICATION, WRITING, MARKETING, EVENT
linkedin.com/manonvoland | Portfolio: manonvoland.com

EDUCATION

University of Geneva | 2014-2017

- Master Degree in Journalism, Communication and Media
- Master thesis on fashion bloggers, their influence on the Internet and their business models (5.75/6)
- Prizewinner of the competition for the Best Idea - Entrepreneurship Week 2017, with the project *Woux - A TripAdvisor for Services*

University of Pennsylvania August 2016 - December 2016

- Philadelphia, United States (GPA: 3.93/4)
- Academic exchange program
 - Paper conducted « Kennedy 1960s. vs. Obama 2010s.: why the African-American Civil Rights issue is still as important as it used to be »

University of Geneva | 2011-2014

- Bachelor of Science in Business Administration (HEC)
- Bachelor thesis in marketing consisting in the realization of a satisfaction survey for *Le Salon du Livre et de la Presse de Genève 2014* (200 respondents)

LANGUAGES

French (native)
English (proficient | C2)
German (intermediate | B2)

COMPUTER SKILLS

Adobe Creative Suite (Photoshop, InDesign) | WordPress | Microsoft Office (Word, Excel, PowerPoint) | Social Media (Facebook, Twitter, Instagram, Snapchat, Pinterest) | Hootsuite | Google Analytics | MailChimp | iMovie | SurveyMonkey | GANTTProject

PROJECTS

Communication campaign for the University Assembly's Elections

- Elaboration & implementation of the online and offline communication strategies

Conference « Communication 2.0: jobs of today and tomorrow »

- Marketing 360° campaign: from its conception to its realization
- Communication materials creation (posters, flyers, website)

INTERESTS

Photography | Writing | Politics | Emerging technologies | Cinematographic art | Yoga | Boxing art



PROFESSIONAL EXPERIENCES

Communication, Writing & Digital Freelancer

March 2018 - Present | Geneva, Switzerland

- Konbini | Journalist
- ImpactHub Geneva | Blogger
- Immersions Magazine | Writer

Trajectoire Magazine | Journalist

June 2017 - Present | Geneva, Switzerland

- Articles about culture, arts and society | Interviews (Sting and Shaggy, Francis Jacobetti, Fabian Cancellara)
- Representation on events

Usine à Gaz | Intern: Production Assistant

February 2016 - August 2016 | Nyon, Switzerland

- Coordination of *La Fête de la Musique 2016*
- Events and logistics management | Contracts monitoring | Administration

Geneva International Film Festival (GIFF) | Press & Media Relations Assistant

September 2015 - November 2015 | Geneva, Switzerland

- Coordination of the press conference and the interviews
- Conceptualization of the press kit and releases | Follow-up with the media

University of Geneva, HEC Faculty | Temporary Adjunct Research in Marketing

February 2014 - June 2014 | Geneva, Switzerland

- Conception and distribution of a satisfaction survey | Analysis & reporting

European Broadcasting Union | Intern: Sport & Business Marketing

September 2013 | Grand-Saconnex, Switzerland

- Realization and circulation of digital marketing surveys
- E-commerce analysis and reporting



EXTRA-CURRICULAR EXPERIENCES

The Daily Pennsylvanian | Staff Photographer

August 2016 - December 2016 | Philadelphia, United States

Association Faitière de l'Université de Genève (AFU) | Vice-President

November 2015 - November 2016 | Geneva, Switzerland

- Management of the Facebook page and the website (WordPress)
- Conceptualization of communication materials | Newsletter conception

Assemblée Universitaire | Elected Representative

June 2015 - September 2016 | Geneva, Switzerland

Association UniParty | Coordinator

October 2014 - October 2015 | Geneva, Switzerland

- Music festival gathering more than 3'000 festival-goers
- Project management | Event planner
- Supervision of teams and volunteers (>150 people)

Association UniParty | Community manager & press manager

October 2013 - October 2014 | Geneva, Switzerland

- Coordination of the digital communication strategy (> 6'000 followers)
- Content and videos creation | Social media animation

Paléo Festival Nyon | Volunteer: stages' technique

July 2011 - Present | Nyon, Switzerland

- Lights, big screens and optical fibre installation