



Born on October 6, 1991, Paris (FR)

Nationality: French - German

Single

Work Permit C

Get to know me: https://youtu.be/1Oe8_XqfNGo

Contact

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✉ ornella.radtke@live.fr

Languages

French - Mother Tongue

English - C2

German - B1

Japanese - A1

Tech Skills

Pack Office / iWork

Photoshop / After Effects & Indesign (basics)

HTML (basics) / Wordpress

Sage CRM / Radarly

Falcon.io / Sprout Social / Klear

Interests

Travel

Fitness

Gastronomy

Fashion & Sneakers

Art & Animation

Video Games

Volunteering

SOS Children's villages Luxembourg (2006 - 2008)

Professional Experience

Marvil56

Apr. 2019 - Jul. 2019

Senior Social Media (Geneva - Switzerland)

Strategy, project management, pitch and campaign creation, influencer marketing, competitive benchmark, social media audit, content creation, media buying and team management.

Digital Luxury Group Social Media Executive (Geneva-Switzerland)

Mar. 2017 - Jan. 2019

International social media account management, campaign creation and management, influencer marketing, competitive benchmark, market and social media audit, pitch and sales, content and media buying strategies for luxury, premium and watch brands (Ralph Lauren, Caran d'Ache, Bulgari, Zenith...)

Dec. 2015 - Mar. 2017

Junior Social Media Specialist (Geneva - Switzerland)

Content creation and media buying, campaign ideation, monitoring and reporting, community management

Sotheby's

Since Nov. 2015

Hostess & Sales Assistant during the Magnificent Jewels Auction (Geneva - Switzerland)

Kempinski

Nov. 2014 - May 2015

Sales & Marketing Coordinator (Geneva - Switzerland)

Creation of marketing and digital communication project, assisting the marketing team with the brand identity, management of internal incentives (Kstar) and sales programs (G-Leads)

Internships

Christian Louboutin Wholesale Commercial Assistant Internship (Geneva- Switzerland)

May - Aug. 2014

Management of the B2B customer service, assist the wholesale commercial team during markets, trainings

Hublot

May 2013 - Apr. 2014

Internship in marketing, sponsoring and events (Nyon - Switzerland)

Management and coordination of events and partnerships (FIFA, Ferrari, Jay-Z...), PR and Trade Marketing teams assistance, coordination and participation in fairs (Baselworld, Geneva Days)

Balenciaga

Sept. - Oct. 2011

Internship as fabrics buyer assistant (Paris - France)

Fabrics classification, price calculation, negotiation of the bulk minimums and prices, preparation of sales books

Degrees

May - July 2020

Digital Marketing Certificate - Columbia Business School (US)

December 2019

SEO Certificate - ESM (CH)

September 2015

Webmarketing Certificate - Soprotec (CH)

2009 - 2012

BA Fashion Business - Istituto Marangoni Paris (FR)

June 2009

Baccalauréat Littéraire with honors "good", and art option (LU)