

SOPHIE COCHET

Born 11 September 1990, Female, French

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WORK EXPERIENCES

- Apr. –Oct. 2014 **Junior Editorial Project Manager - Appturbo Mobile Application, Paris – France**
- In charge of providing writing tools for the content team (documentation, app summary, sources, daily email...)
 - Analysing text performances (quantitative analysis regarding the app features...)& texts collection)
 - Responsible of the app back office in several countries
 - Text coordinator between the content team and the business teams (App Hunters)
 - Content writer for the description text of the “App of the day” (IOS / Android)
- Jan. - Apr. 2014 **Project Manager - Microsoft’s Imagine Cup competition laureate, Paris - France**
- In charge of building the prototype, making partnership and creating the design for a mobile application (“Sherlocode” for Windows Phone)
 - Team management
- 2009- 2014 **Junior Consultant – Business School of Normandie, Caen - France**
In the frame of my studies, I have been in charge of different long term consulting missions in small teams of students for companies or entrepreneurs, such as:
- Building a Business plan
 - Lead a market study
 - Building a takeover plan
 - Building a commercial strategy
 - Building a recovery plan
 - Providing corporate law advices, finances forecast and marketing advice
- May 2013 **Freelance Translator for a French Canadian Website**
- Research conducted about the essential oils benefits (about 60 oils)
 - Translation of the content in English (+/- 5000w.)
- July - August 2012 **Marketing advisor – NGO Mhani Gingi, Capetown - South Africa**
- In charge of building the communication and strategy plan
 - Creating communication content for the website & blog / press releases
 - Assisting for the organization of the events
 - Taking photos and videos
- July – August 2010 **Junior RP – Communicart’Art, communication agency, Paris - France**
- RP and newsletter creation (I covered 2 events)
 - Contact with the medias
 - Benchmarking
- July 2010 **Producer assistant – Quad production, film production agency, Paris - France**
- In charge of secretarial duties among the movie producers team such as finding suppliers for shooting, recording customers inquiries and other minor tasks.

VOLUNTEERING ACTIVITIES

- 2013-2014 **Sponsor of a secondary school student's mini- entreprise in Colombelle (France).**
- Assisting and animating a team of young students in creating a business (in the frame of the Junior Achievement-Young Enterprise program).
- 2012 - 2013 **Communication manager – Humanitarian Student Union – Business School of Normandie, Caen, France.**
- Design the communication and promotional content about our events (posters, flyers, video, PR, logo...) and spread them in the school and in town.
 - Welcoming students and guests
- 2012 - 2013 **Project coordinator – Humanitarian Student Union – Business School of Normandie, Caen, France.**
- In charge of coordinating student activities of the Student Union
 - Planning and organizing the year's events on and off campus (i.e photography exhibition, talks, relief campaigns...)
 - Managing the planning, the budget and the external providers
- 2009 - 2011 **School promotion team member – Business School of Normandie, Caen - France**
- In charge of welcoming, guiding, informing visitors during the open days and student fair.
 - Organizing events on campus and increasing the school visibility in social medias and around the neighbourhood) (logo and name creation, posters, flyers and video...)

EDUCATION

- 2009 - 2014 **Business School of Normandie (France, Caen)**
Msc in Business Studies, major in Entrepreneurship
- 2011-2012 **University of Aberdeen (UK)**
Bachelor in Management and Consumer Behaviour
- 2009 **Lycée Saint-Thomas-D'Aquin (France)**
French Baccalaureate Major in Sciences

SKILLS

Linguistic

- French: Native speaker
- English: Fluent (Toeic score 945/990)
- Spanish: High School level
- Chinese: Beginner

Computing

- Office: Word, PPT, Excel...
- PAO: inDesign, Photoshop, various video Editing software
- Sphinx and SPSS
- HTML 5 (beginner)

MISCELLANEOUS

BUSINESS INITIATIVE STORIES I find the entrepreneurship spirit and accomplishment very inspiring and motivating. People bringing their ideas to life are a model for me.

ARTS I draw since I am a kid, I like painting, and taking photographs. I am also a fan of cinema and graphic novels.

TECHNOLOGIE I am pretty fond of the new tech world and every thing in relation: news, video game, mobile app & design.

TRAVEL I wish I could travel in all the continents, and live abroad discovering new culture and landscapes (as much as my finances allow it...)
