

Manon Etchegoinberry

Bellevue, WA, 98004 | (206-832-5981) | manon.etchegoinberry@gmail.com
LinkedIn : @manonetchegoinberry | [Portfolio Manon Etchegoinberry](#)

Professional Experience

❖ **Self-employed Social Media Manager** — Bellevue, WA — 12/2022 – to present

- Lead the launch and growth of local businesses, managing social media accounts
- Tailored content strategy based on the client's goals and target audience, including content calendar, community engagement, and video editing. Led successful campaigns, driving a 25% increase in bookings
- Ensure timely posting across multiple platforms. Monitor trends, manage timelines, and track KPIs

❖ **Project Manager Intern** — TikTok — Bellevue, WA — 06/2023 – 09/2023

- Managed TikTok Voice Releases: Coordinated the rollout of new TTS/Voice Conversion voices on TikTok, communicating with engineering, content and cross-departments resulting in the release of 3 voices
- Executed Regional Voice Deployments: Oversaw voice configuration and deployment for English and Latin American regions, ensuring consistent quality
- Researched and vetted over 1000 voiceover artists, enriching voice offerings and diversity

❖ **Communication Intern** — TARMAC Aerosave — Tarbes, France — 03/2022 – 07/2022

- Created engaging social media content, to strengthen the company's presence in the aerospace industry, leading to a 30% increase in LinkedIn followers
- Supported Recruitment Efforts: Produced informative video interviews showcasing departments, collaborating with internal teams to support recruitment initiatives
- Enhanced Internal Communication: Developed documents, media, and newsletters, collaborating effectively with cross-functional teams and executives to achieve corporate communication goals

❖ **Product Management & Communication Intern** — DAHER — Toulouse, France — 05/2021–07/2021

- Developed Rollout of Software Update Tool: Led the implementation of a load capacity software update tool for managers, ensuring its successful deployment and increasing workload efficiency
 - Facilitated International Collaboration : Supported engineers by facilitating international communication during the implementation of an organizational tool for aeronautics parts delivery with EU partner countries
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Education

University of Washington — Seattle, WA — Master Communication Leadership, Digital Media — 2024

- Designed a digital marketing campaign as part of a branding course demonstrating strategic planning and audience engagement skills
- Produced a client's video showcasing their artist journey through engaging storytelling
- Created and revamped client's websites using Figma for a UI and Visual Design course
- Developed a crisis communication plan tailored for an airline displaying crisis management skills and understanding of the aviation industry

Toulouse Business School — Toulouse, France — Bachelor's in Business Management — 2022

- **Management:** Communication, Program Management, Intercultural Management
 - **Marketing:** Digital Marketing, Communication Strategy, International Marketing
 - **Project Management:** Time Management, Change Management
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Skills

→ French, English, and Spanish language skills
→ Microsoft Office (Word, PowerPoint, Excel, Teams)
→ Adobe Creative Cloud (Premiere Pro, Photoshop, Acrobat)

Communications	Team player
Visual Design	Problem solver
Digital Media	Organized