

# Charlotte Thérèse Benz

Experienced Brand Manager and Communications Strategist, born and raised in San Francisco, CA.

## RELEVANT WORK EXPERIENCE

### **Gehl – Making Cities for People, 2021-2024**

#### **Brand Manager, Global Communications (2023-2024)**

Led the Global Communications team. Program managed the company brand transition and the development, design, and content strategy for the new website. Worked cross-functionally to articulate Gehl culture and priorities across all communications touchpoints. Created internal and external communications and content for senior leadership for various written and public speaking engagements. Reported directly to the CEO.

*Special Project (2023):* Independently project managed and MC'd the largest event in the company's history: a three-day cultural convening in Copenhagen, DK, aimed to 'connect, align, and inspire' Gehl's global workforce. Responsible for the creative conception and programming of the event, as well as the executive communications for the CEO's public launch of 'Phase II' of the company's growth strategy.

#### **Business Development & Marketing Lead (2021-2022)**

Project managed the production and submission of proposals across core business areas, contributing to the acquisition of \$3M of billable work. Codified the brand voice, created and designed marketing materials for print, web, and social. Established project database for company knowledge sharing. Collaborated closely with executive staff, reported to the US Managing Director.

### **ARLO Bakehouse, 2020-2021**

#### **Founder and Pastry Chef**

Founder and producer of baking business, specialized in making seasonally-inspired custom cakes for celebrations, weddings, and catered events across the Bay Area.

### **Bi-Rite Family of Businesses, 2019-2020**

#### **Marketing Coordinator**

Worked across teams to create and produce in-store and online experiences that built awareness, expanded audience engagement, and drove conversion. Managed content library and CRM system, conducted market research and tracked marketing data to inform and implement effective marketing strategies across various mediums and channels within the digital marketing ecosystem.

### **Freelance, 2018-2019**

#### **Event Producer**

Led production and execution of 15+ public, private, and corporate event projects for clients including but not limited to Autodesk, Ogilvy, Nerdwallet, Intel, Heath Ceramics, Purecane, and Outstanding in the Field.

### **Project for Public Spaces, 2018**

#### **Program Manager**

Managed and executed the 2018 Citizen's Institute on Rural Design placemaking program. Coordinated resources and partner relationships across four concurrent projects. Authored and designed final reports for the program funders at the National Endowment for the Arts. Produced content for the project website, social media, and newsletter. Published reports for the Brookings Institute's Bass Center for Transformative Placemaking.

## EDUCATION

### **Kenyon College**

#### **B.A. Cultural Anthropology (2013-2017)**

Graduated Summa Cum Laude; Deans List

## EXPERTISE

*Program Management · Project Management · Executive Communications · Internal & External Communications · Branding & Identity · Creative Direction · Storytelling · Copywriting · Digital Marketing · Event Production & Programming · Team Leadership · Content Development · Graphic Design · Systems Development · Market Research · Social Media · Public Speaking · Stakeholder Management · Relationship Building*

## TOOLS

*G Suite · Google Analytics · Adobe Creative Suite · Figma · Notion · Slack · Final Cut Pro · Wordpress · Miro · Salesforce · Sprout Social · Trello · Airtable · Iconosquare · Mailchimp · Squarespace*

## LANGUAGES

*English (Native), Spanish (Proficient)*

## CONTACT

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