

# 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)

Responsible for managing, evolving, and activating the brand strategy and the Gehl identity across all platforms, guided by business goals. Managed the Global Communications team (4 members). Project managed the company brand transition and the development, design, and content strategy for the new website. Established team systems for content production. Supported the thought leadership senior staff for internal and external communications. Reported directly to the CEO.

*Special Project (2023):* Independently produced (project/program managed), and hosted the largest event in the company's history: convening 145 employees globally for three days of activities and programming, including DEI sessions.

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

Worked across teams to evaluate, coordinate, produce, and submit proposals across core business areas contributing to the acquisition of \$2.5M of billable work. Codified the brand voice, created and designed marketing materials for print, web, and social. Established project database for company knowledge sharing. 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. Head of business operations, branding, digital marketing, sales, and R&D.

### 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 a variety of mediums and channels within the digital marketing ecosystem.

### Freelance, 2018-2019

#### Event Producer

Led production and execution of 15+ public, private, and corporate events for clients including Autodesk, Nerdwallet, Intel, Heath Ceramics & Outstanding in the Field.

### Project for Public Spaces, 2018

#### Project Associate

Managed and executed the 2018 Citizen's Institute on Rural Design placemaking workshops. Coordinated program resources, workshop planning, and partner relationships. 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

*Branding & Identity · Brand Strategy · Brand Marketing · Strategic Communications (executive, internal, external) · Project Management · Program Management · Storytelling · Communication Design · Stakeholder Management · Event Production & Programming · Copy-writing/editing · Team Leadership · Relationship Building · Content Development · Graphic Design · Systems Development · Market Research · Social Media · Public Speaking*

## TOOLS

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

## LANGUAGES

*English (Native), Spanish (Proficient)*

## CONTACT

charlottetbenz@gmail.com  
415.218.5014  
charlottetbenz.com