

Charlotte Cailliez

Communications and Fundraising



Driving License - Edinburgh
United Kingdom

Contact

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About Me

Hello! I am a Communications professional with 10+ years experience within third sector organisations, media agencies and private companies.

Mostly interested in Branding, Content, Fundraising & Engagement strategies, I'm always open to discuss partnership opportunities.

Feel free to get in touch!

 LinkedIn

 Twitter

Experiences

Engagement & Communications Manager

Big Hearts Community Trust - Since April 2021 - Full-time - Edinburgh UK



Communications & Fundraising Officer

Big Hearts Community Trust - 2017 to 2021 - Full-time - Edinburgh UK



Fundraising Group Leader

Health in Mind Scotland - 2014 to 2017 - Volunteer Work - Edinburgh - UK



- Managed a team of volunteer fundraisers, hosted meetings and recruited new members
- Planned and promoted fundraising events to raise money and awareness on mental health
- Completed the Scotland's Mental Health First Aid Course and related training

Branding and Content Specialist

OBEA Communication - 2012 to 2014 - Full-time - Paris - FR



- Acted as Consultant for the energy, civil engineering, housing and health sectors portfolio
- Developed strategies on corporate identity, rebranding & public awareness
- Managed all steps on behalf of the client, from planning to production until final delivery
- Produced relevant collaterals via copywriting & creative approach with the Artistic Director

Skills

Areas of expertise

- Brand Awareness
- Community Fundraising
- Content Strategy
- Digital Engagement
- Evaluation & Reporting
- Individual Giving
- Internal Comms & Staff Engagement
- Media Coaching
- Offline & Digital Campaigns
- Partnerships Building
- Projects Management
- Publics Relations
- Strategic Planning

Education

Master of Arts in Marketing & Communications Management

Sciencescom, Audencia Business School (Nantes, France)

2007 to 2009

Postgraduate Degree: Business Development, Corporate Communications, Brand Management, Content Strategy, Multichannel Marketing & Media Planning.

www.sciencescom.org/en