

Suzanna Lorenz

6+ years of international experience in media and communications, with a strong entrepreneurial background across Europe and West Africa. M.Sc. in Business and Management, specialized in Media & Digital (ESSEC Business School – ranked #2 in France and #10 worldwide, by the Financial Times).

- Media management, video production, documentary writing
- Project coordination, business development, strategic partnerships, fundraising, networking
- Social media analytics, editorial strategy and competitive benchmarking



Video Producer - Dakar - 2023/25

- **Managed the production of Afrikki feature documentary** for two and a half years (see trailer and festival selections on my website: suzannalorenz.com):
 - **Managed the production** team and planning with a **280K\$ budget** - director, editor, sound mixer, music maker, art designer. Handled **relationships with U.S. donors** (National Endowment for Democracy and Open Society Africa)
 - Produced press kits, handled **communication strategy, managed social media**
 - **Produced and edited content for Instagram and Facebook**
 - **Executed fundraising strategy, applied** to funds with artistic and financial dossiers
 - **Organized the premiere** in Dakar with more than 300 guests, coordinated video crew
- **Developed 2 documentaries** (research, writing, artistic dossier) aimed at international audiences : a series about three renowned Senegalese artists and a feature about women's and children's rights in Senegal related to family law.
- **Managed the production of more than 20 institutional films and commercials** with budgets from \$3K to \$60K, teams of 3 to 60 people, for local and international clients
 - Prepared the shooting (artistic intentions, casting, scouting, budgeting, PPM, material)
 - Managed crew, scheduling, budgeting and post-production

Gates Foundation



LES BARBES



DEMAIN

Media and Communication Strategy consultant - Paris - 2020/22

Communications and Product Manager at Paris City Hall - 2022

One-year full-time assignment

Designed and developed two civic engagement platforms, "Agir" and "Décider"

- designed the platform architecture and user experience
- **pitched loglines, produced newsletters**
- **coordinated a team of 4 webdesigners and developers**
- **facilitated brainstorming sessions between the different units of the City of Paris**

Strategic Partnerships Coordinator for France Télévisions - 2020/21

Eighteen-month full-time assignment

- Negotiated **visibility and innovation partnerships** with Google, Apple, Amazon, Microsoft
- Led **communication strategy for French public TV** offers on streaming platforms
- Analyzed, benchmarked and developed **YouTube communication strategy**, using **YouTube Studio and Analytics** on a daily basis

radiofrance



Femme actuelle

Notre temps



Conducted short-term strategy missions in media and communications, for example :

- **Redesigned the social media strategy** of the regional press group EBRA
- **Conceived Radio France's entry strategy** into the audio market: investigation of offerings and innovation, benchmarking, market value estimation, strategic market entry recommendations, proposal of several cost models and organizational structure



Business Developer for Canal + - Conakry, Guinea - 2019 6 months internship



Development Assistant for Vixens - Paris - 2018 6 months internship



Festival Coordinator for Nordisk Panorama Film Festival - Malmö, Sweden - 2017 4 months internship

Education



ESSEC Business School - M.Sc in Business and Management - Media & Digital Chair - 2016/19 top #2 Business School in France and #10 in the world (Financial Times ranking)

Core Courses: Management, Financial Management, Accounting, Markets, Economics, Statistics, English, German, Italian..

Master's specialization : Media & Digital Chair - Paris, Los Angeles - 2018

- Courses: Communication, Website Creation, Negotiation, Media Economics, Arts & Culture, Cultural management, Media Law, Entertainment Law, Big Data Analytics
- Los Angeles programme: meeting Warner Bros., Paramount, Disney, Technicolor, Hulu's top executives ; seminar at UCLA (Technology-Driven Innovation and Marketing of Creative Industries in a Digital Era: Focus on California and Los Angeles)
- Master's thesis on the General Data Protection Regulation (GDPR)

Global Manager in Africa Programme - Rabat - 2017

Courses: Entrepreneurship in Africa, African Economics, Doing Business in Africa - Business trips to Abidjan and Tangier



Henri IV - Intensive Preparatory Program for Business Schools "Classe Prépa" - Paris - 2014/16

Two-year intensive elite program after high school, to prepare for competitive business schools' entrance exams

Advanced courses in Philosophy, Economics, Mathematics, English and German

Contact

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[Website](#)

[Linkedin Page](#)

Languages

French (mother tongue)

English (C2, TOEIC 980)

German (C1)

Wolof (B1)

Italian (A2)

Informatics

Canva, Wordpress

Premiere Pro, Illustrator,

InDesign

YouTube Studio and

Analytics

Excel, PowerBi

Centers of interest

Guitar, surf, film

Write articles on media and film reviews.

A few links :

[Moloch](#)

[Online](#)

[Yalda, la nuit du pardon](#)