

Marie-Charlotte Pezé

+ 31 06 43 83 93 03

mariecharlottepeze@gmail.com

www.mariecharlottepeze.com

2025

2017

2015

2009

1997



Editor in Chief

Haarlem 2017 > Present

Expatica

Online Information platform for expats

Management

- Member of the management team
- Elaboration and coordination of strategies with Sales, IT, design, data, and marketing departments and consultants
- Implementation of new workflow and team management systems
- Supervision of the development of new website and features (x2)
- Participation in the design and elaboration of the new branding and identity

Editorial

- Recruitment and management of staff editors (8) and freelance writers (50+)
- Complete redesign of editorial and SEO guidelines and strategies, including new style guide
- Audit, restructure, and update of the 2500 articles on the website
- Creation of an editorial calendar
- Creation and expansion of the Global website
- Expansion of the website to 8 new countries: Austria, Italy, UAE, Qatar, Saudi Arabia, Singapore, Thailand, Japan
- Conception of mission statement and new editorial line promoting social and environmental change

Deputy Editor **A-mag.**

Amsterdam 2015 > 2018

A-Mag (by Amsterdam Marketing)

Print magazine for expats and visitors

- Participation in the selection of each issue's stories and topics
- Management of editorial schedule
- Editing of all freelancers' assignments
- Author of:
 - Neighbourhood Watch
 - On the Way Out
 - some cover stories
 - Arts & Entertainment articles
 - and all uncredited content
- Participation in the magazine's layout in InDesign, including image sourcing

Skills

CMS (Wordpress)
HTML, CSS, some PHP
SEO, Yoast, ahrefs, SEMrush
Google Analytics & Console
Adobe Creative Suite
Google Suite
MS Office
Final Cut Pro
Trello
Airtable

Languages

Native English
Native French
Intermediate Dutch
Elementary Spanish

Important to me

My kid
Our planet
Science & Tech
Human rights
Sustainability
Reading, Travel, Yoga,
Woodworking, Kung-Fu

Editor in Chief & Webmaster

Paris 2009 > Present

Souffrance et Travail

Information site on workers health & rights

Souffrance **X** Travail

Editor in Chief

- Head of content and SEO strategies
- Content selection, editing and publishing
- Management of editorial and video team
- Development of special projects
- Management of social media presence (FaceBook, LinkedIn, Youtube & X/Twitter)

Design & Development

- Design and development since V1
- Development of the directory
- Management of development team

Board of Directors

Member of the board of directors of DCTH, the non-profit holding

Writer and Editorial Photographer

A-Mag
Amsterdam Magazine
Daylight Magazine
EdenFrost
GUP Magazine
Le Figaro
Global Blue
lamExpat.nl

Live Magazines
Porter & Sail
SuperTrash
Télérama
Time Out Amsterdam
Time Out London
Uitkrant

Owner (Freelancer)

New York, Paris, Amsterdam 1997 > Present

Karlotta Studios



Production Manager & Line Producer

Budgeting, scheduling, crewing up and on-set management on short, student, and feature films

Cinematographer & Videographer

Shot listing and design, lighting design, camera operation, and management of camera, grip and lighting crews

Education

1994:
International
Baccalaureate (France)

1995:
Political Sciences
Sciences Po Toulouse

1996:
History
Université Toulouse

2003-2004:
International Film
Workshops (Maine)

2005-2006:
International Center
of Photography (NYC)

