

Estelle Bonsignore

Email: estellebonsi@icloud.com | Mobile: 07303181068 | LinkedIn: www.linkedin.com/in/estellebonsignore

Business Management student at Bayes Business School with First-Class first-year results and experience across marketing strategy, product development, and international brand communications. Experienced in market and competitor research, product positioning, launch strategy, and developing content for different audiences, with native fluency in both English and Mandarin and fluent French.

EDUCATION

Bayes Business School, City St George's, University of London

Sep 2025 – Jun 2028

BSc (Hons) Business Management

- First-year results: First Class
- Relevant modules: Fundamentals of Marketing (78%), Introduction to Financial and Management Accounting (79%)
- Societies: Women in Business

United Lisbon International School, Lisbon, Portugal

Sep 2022 – May 2025

- International Baccalaureate Diploma

WORK EXPERIENCE

Marketing & Branding Intern, Xiamen ITG Group Corp., Ltd.

Aug 2026

- Developed a strategic redesign brief for the company's English corporate materials, analysing content, structure, messaging, and visual communication to strengthen their effectiveness for international audiences.
- Developed internal merchandising concepts and communicated with external manufacturers to explore production opportunities and pricing.
- Supported the planning and delivery of an ESG film screening event, contributing to the event setup, guest flow, and on-site execution.

Content & Marketing Intern, Mon Bijoux

Jun 2026

- Brought multiple chapters of an online e-commerce course from early-stage development through to completion, independently producing structured content, presentations, videos, scripts, and supporting materials.
- Conducted competitor, platform, and pricing research to inform product positioning and launch strategy.
- Researched and proposed digital marketing ideas to support the course's future launch and promotion.

ADDITIONAL EXPERIENCE

English Tutor

Jul 2024 – Aug 2024

- Delivered 20+ one-on-one lessons to non-native English speakers, identifying specific learning goals and adapting materials to individual needs.

Fashion Model

2008 – 2022

- Worked with international brands including Decathlon and Pepsi across commercial campaigns and Shanghai Fashion Week.

Sales & Marketing Intern, FlameOven

Apr 2020 – Jul 2020

- Created promotional content for the company's website and social media, designed its brand logo, and supported customer-facing sales at festivals and events.

SKILLS & INTERESTS

Languages: English (native), Mandarin (native), French (fluent).

Technical: AI-assisted research & content tools; Google Workspace; Microsoft Excel, PowerPoint & Word; Canva; CapCut; iMovie.

Creative: Experienced in watercolour, coloured pencil, and acrylics, with a strong understanding of colour theory and composition. Exhibited a personal art collection at Shanghai Songjiang Art Museum.