

I TURN COMPLEX BRANDS INTO CLEAR, HUMAN STORIES WORTH FOLLOWING.

about (me)

I've spent **9+ years** helping brands figure out what they want to say, then making sure it actually reaches people. From molecular diagnostics to agriculture to multi-client agency work, I've learned to make the complex feel obvious. I've led a corporate rebrand, built online communities from scratch, and managed marketing at major international congresses. **Brand strategy, content marketing, digital communications, and event management:** that's my ground. French, fluent in English, relocating to Madrid.

work (experiences)

Marketing & Communications Coordinator Sept 2022 - Present

Molzym GmbH & Co. KG – a Bruker company • Bremen, Germany

Corporate Rebranding: Led the full corporate rebrand: visual identity, messaging, and all digital/print assets, ensuring a unified brand presence across 15+ international congresses ahead of Bruker acquisition.

Sales Enablement: Reviewed 500+ scientific publications to develop sales-ready content: case studies, data sheets, and social proof materials for the commercial team.

Event Marketing: Managed marketing presence at up to 15 congresses/year, from stand design to printed collateral. Flagship: ESCMID Global (16,000 attendees).

Digital & Editorial: Managed corporate website (Joomla), social media, and editorial calendars. Tracked performance via GA4. Grew LinkedIn by 40%+ in a niche B2B scientific market.

Lead Management: Qualified ~20 inbound B2B leads/month, acting as the bridge between Marketing and Sales to accelerate conversion.

Digital Communications Manager Aug 2018 - Mar 2022

ANPP • Toulouse, France

Social Media & Content: Launched social media channels from scratch, built editorial calendars, and produced content across web and social. Reached 3,500 LinkedIn and 2,000 Instagram followers within 6 months.

Web Project Management: Led the Vergers écoresponsables website creation in collaboration with agency ServicePlan, from brief to launch.

B2B Email Marketing: Created and distributed a weekly industry press review to 1,300+ members, covering key news in fruit growing. Quickly adopted as the go-to resource across the network.

Event Management: Managed end-to-end logistics for multiple professional events per year, including the Salon de l'Agriculture in Paris (600,000 visitors).

Social Media Manager Feb 2017 - Feb 2018

Madaré (ex Agence Pure) • Toulouse, France

Multi-Client Management: Managed social media strategy and editorial calendars for 7 clients across diverse industries (fitness, catering, retail, tourism).

Content Creation: Produced visual content and art-directed briefs for graphic designers, ensuring brand consistency across all deliverables.

Paid & Reporting: Managed Meta Ads campaigns and delivered monthly performance reports with ROI analysis to clients.

expertise (what i do)

MARKETING COMMUNICATIONS

CONTENT MARKETING

DIGITAL MARKETING

BRAND STRATEGY & POSITIONING

SOCIAL MEDIA MANAGEMENT

EVENT MANAGEMENT

toolkit (my stack)

Strategy & Content Ops: Notion, Trello, Gen AI (Claude, Gemini)

Web & CMS: Webflow, WordPress, Joomla, Shopify

CRM & Distribution: Mailchimp, Brevo, Pipedrive, Buffer, Hootsuite

Data & Analytics: GA4, Meta Ads, Google Ads

Content Design: Figma, Canva, Adobe CC (InDesign, Illustrator, Photoshop)

education (background)

Web Development Bootcamp
2022 – Le Wagon • Remote

Master Digital Content
2014/2016 – EJCAM • Marseille, France

Bachelor Project Mgmt
2011/2014 – ICT • Toulouse, France

languages (i speak)

French • Native
English • Professional Proficiency (C1)
Spanish • Intermediate (B1), actively improving
German • Basic (A1)

personality (who I am)

Endlessly Curious • Spreadsheet Enthusiast • Master Planner • Sun Seeker