

about (me)

I help brands figure out what they want to say and make sure it reaches the right people. With **9 years of experience** across B2B industries (molecular diagnostics, agriculture) and agency environments, I craft clear **brand narratives** and **multi-channel campaigns** that truly resonate with audiences. Experienced in leading corporate rebrands, scaling niche digital communities, and executing high-impact events **up to 600K visitors**. Expert at bridging high-level brand strategy with hands-on content marketing, digital communications, and event execution. Based in Madrid, fluent in French and English.

work (experiences)

Marketing & Communications Specialist

Sept 2022 – June 2026

Molzym GmbH & Co. KG (Bruker Group) • Bremen, Germany

Brand Governance & Rebrand: Led a complete corporate rebrand (visual identity, messaging, digital/print assets), ensuring consistent brand application across 15+ international events.

Content Strategy & Sales Enablement: Analyzed 500+ scientific publications to produce high-converting commercial collateral (case studies, datasheets, sales kits) for the commercial team.

Event Production & Activations: Managed end-to-end event logistics and booth design for 15 congresses/year, including flagship ESCMID Global (16,000+ attendees).

Digital & Web Ops: Managed corporate website (Joomla), social media, and editorial calendars. Tracked analytics via GA4 and grew LinkedIn audience by +40% in a niche B2B market.

Lead Generation: Qualified ~20 inbound B2B leads/month, serving as the strategic bridge between marketing and sales to accelerate conversion.

Digital Communications Manager

Aug 2018 – Mar 2022

ANPP • Toulouse, France

Social Media & Content Strategy: Launched social media channels from scratch and built editorial calendars, gaining 3,500 LinkedIn and 2,000 Instagram followers within 6 months.

Web Strategy & Agency Steering: Led the launch of the Vergers écoresponsables website from brief to implementation, coordinating creative agency Serviceplan.

B2B Email Marketing & Engagement: Designed, curated and distributed a weekly industry press review to 1,300+ members.

Event Logistics & Production: Managed end-to-end logistics for major professional events, 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-Account Management: Developed social media strategies and editorial calendars for 7 client accounts across diverse sectors (fitness, catering, retail, tourism).

Art Direction & Content Creation: Produced visual content and drafted creative briefs for graphic designers, ensuring brand consistency across deliverables.

Paid Social & Performance Analytics: Managed Meta Ads campaigns and delivered monthly performance reports with ROI analysis for clients.

languages (i speak)

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

expertise (what i do)

BRAND STRATEGY & POSITIONING

MARKETING COMMUNICATIONS

CONTENT & STORYTELLING

DIGITAL MARKETING

EVENT MANAGEMENT

SALES ENABLEMENT

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, SEO

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

education (background)

Web Development Bootcamp
2022 – Le Wagon • Remote

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

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

personality (who I am)

Endlessly Curious • Data & Design
Enthusiast • Problem Solver • Sun
Seeker • Bookworm