# Anne-Laure Le

## Marketing & Communications Specialist • Brand, Content, Digital & Events Strategy

Madrid, Spain • On-site/Hybrid • Remote
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**Summary**

**Marketing & Communications Specialist with 9 years of experience** across B2B (molecular diagnostics, agriculture) and agency settings. I lead brand strategy and content marketing from idea to execution: global corporate rebrand, ~20 inbound leads/month, communities scaled from 0 to 5.5k followers in 6 months, and event presence for up to 600k visitors. Hands-on in digital communications and event management. **Based in Madrid. Native French, C1 English.**

**Core Skills**

**Brand & Positioning /** Brand Strategy • Messaging & Tone • Visual Identity
**Content & Editorial /** Content Strategy • Editorial Planning • B2B Sales Enablement
**Digital & Community /** Social Media Strategy • Community Management • Email Campaigns
**Events & Execution /** Event Production • Exhibition Design • Agency Steering

**Tools**

**Content & Design Ops /** Canva, Adobe CC (InDesign, Illustrator, Photoshop), Notion, Trello, Gen AI
**Web & CMS /** Webflow, WordPress, Joomla, Shopify, HTML/CSS, Ruby on Rails
**CRM & Distribution /** Mailchimp, Brevo, Pipedrive, Buffer, Hootsuite
**Data & Analytics /** Google Analytics (GA4), Meta Ads, Google Ads, SEO

**Experience**

### Marketing & Communications Specialist

Molzym GmbH & Co. KG (Bruker Group) • Bremen, Germany • Sep 2022 – Jun 2026

Molecular diagnostics company specialized in automated DNA isolation. My scope covered global corporate rebranding, event marketing, B2B content strategy, and inbound lead qualification.

- **Brand Strategy & Rebrand:** Led a complete corporate rebrand (positioning, messaging, visual identity, digital/print assets), ensuring consistent brand application across 15+ international congresses.
- **Content Marketing & Sales Enablement:** Overhauled the full suite of product datasheets and sales enablement materials, translating 500+ scientific publications into clear, high-converting commercial tools.
- **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 the corporate website (Joomla), social media and editorial calendars, and tracked performance in Google Analytics (GA4). Grew the LinkedIn audience by +40% in a niche B2B market.
- **Lead Generation:** Qualified ~20 inbound B2B leads/month and worked as the link between marketing and sales to speed up conversion.

### Digital Communications Manager

ANPP • Toulouse, France • Aug 2018 – Mar 2022

National association representing French fruit growers. Led digital communications, website management, media relations, and event presence for the Vergers écoresponsables label.

- **Social Media & Content Strategy:** Launched social media channels from scratch and built editorial calendars, gaining 3,500 LinkedIn and 2,000 Instagram followers in 6 months, while managing and maintaining a 30K-follower Facebook community.
- **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 logistics for professional events and co-managed the stand at the Salon de l'Agriculture in Paris (600,000 visitors).

### Social Media Manager

Madaré (ex Agence Pure) • Toulouse, France • Feb 2017 – Feb 2018

Digital & branding agency. Managed social media strategy, visual content creation, and paid campaigns for 7 accounts simultaneously across diverse sectors.

- **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.

## Education

**Web Development Bootcamp /** Le Wagon, Remote • 2022
**Master Digital Content & Marketing /** EJCAM, Marseille, France • 2014 – 2016
**Bachelor in Project Management /** ICT, Toulouse, France • 2011 – 2014

## Languages

**French /** Native
**English /** Professional Proficiency (C1)
**Spanish /** Intermediate (B1)