

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 (how i work)

DESIGN

InDesign, Illustrator, Canva, Affinity

WEB & CMS

Webflow, WordPress, Shopify, Joomla, HTML/CSS

ANALYTICS & ADS

GA4, Meta Ads, Google Ads

CRM & EMAIL

Pipedrive, Mailchimp

ORGANIZATION

Notion, Trello

AI

Generative AI for content

## 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 • Fluent (C1)  
Spanish • Intermediate (B1), actively improving  
German • Basic (A1)