



K I A R A M C K A Y

ABOUT ME

Dynamic communications professional with expertise in digital content strategy, social media management, and multi-channel campaigns. Fluent in French, English, and Spanish, I specialize in creating compelling content that resonates with global audiences.

EXPERIENCE

Paris COMMUNICATION AND MARKETING OFFICER - APGAR

- 02/23 - Current.
- Developed and implemented annual editorial strategies, including multi-channel content plans to boost visibility and engagement.
 - Created engaging content, including white papers, webinars, videos, and infographics, ensuring alignment with brand messaging.
 - Co-managed social media accounts and crafted videos, visuals, and content showcasing Apgar's culture and expertise.
 - Designed internal and external newsletters and executed email campaigns to enhance lead engagement and team alignment.
 - Organized physical and virtual events (trade fairs, conferences) and ensured effective communication strategies including branding, pre-event promotions, live updates, and post-event lead follow-up.
 - Optimized website content with SEO/SEA strategies and conducted audits to improve search rankings.
 - Implemented automated lead qualification and nurturing workflows using HubSpot, optimizing lead conversion.

Geneva COMMUNICATIONS - WORLD METEOROLOGICAL ORGANIZATION

- 10/21 - 06/22
- Created monthly email newsletters that were sent out to more than 100+ members
 - Created and published content on the WCC website, including articles, infographics and videos that were viewed over 150+ times
 - Curated content and copies for 5 social media channels including LinkedIn, Twitter, and Youtube assessing customer response to create targeted messaging
 - Created news and events content and maintained more than 15+ webpage layouts single-handedly for WCC's website and implementation of SEO best practices
 - Designed, edited, and maintained an editorial calendar in addition to producing 20+ textual and graphic creative pieces monthly for WCC's social media channels including a call to action (CTA), social media stories and video content

Geneva MARKETING DEVELOPMENT ASSISTANT - CARAN D'ACHE

- 02/21 - 08/21
- Produced market analysis providing in-depth analysis of current market trends
 - Assisted in market validation research through the management of a digital survey of 100+ participants
 - Managed an inventory migration of the company database on a Product Information System database (PIM) of over 1250+ products while also assisting the team of 3 product owners
 - Coordinated with creative, translation agencies and in-house communications managers to create the yearly marketing brochure
 - Performed routine clerical tasks such as: filing, answering phones, typing, copying, and open and sort incoming mail, and prepare outgoing mail and materials

LANGUAGES

French (Mother tongue)
English (C1)
Spanish (B2)

HOBBIES

Dancing, running, travelling
and sometimes simply watch
a good movie

SKILLS

IT SKILLS

Wordpress, Woocommerce, Google Analytics, Ms
Office, Trello, Hubspot

SOCIAL MEDIA TOOLS

Hubspot, Hootsuite, Social Media (Facebook, Twitter,
LinkedIn, Instagram, TikTok) Tweetdeck

DESIGN SKILLS

InDesign
Photoshop
Illustrator
Premiere Pro
Video: Kapwing, InShot