



# KIARA MCKAY

## ABOUT

Communication professional specialising in editorial strategy, social media management, community engagement and multi-channel campaigns. Trilingual in French, English and Spanish, I design high-impact content tailored to international audiences and multicultural environments.

[Portfolio](#)

## EXPERIENCE

### Paris Communication & Marketing Officer – APGAR

02/23 - present

- Developed and implemented annual editorial strategies, including multi-channel content plans to increase visibility and engagement.
- Created high-value content (white papers, webinars, videos, infographics), ensuring consistency with the brand platform.
- Co-managed social media channels: content creation, publishing, community management and performance monitoring.
- Designed internal and external newsletters and deployed email campaigns to strengthen audience engagement and team alignment.
- Organised physical and digital events (trade shows, conferences) and led associated communication activities: branding, pre-event promotion, live coverage and post-event follow-up.
- Optimised website content to improve SEO performance.
- Implemented automated qualification and nurturing workflows via HubSpot and contributed to performance reporting (content and campaign KPIs).

### Remote UNESCO – United Nations Volunteer (UNV) - Multiple communication missions

2022-2023

- Designed the layout of the French edition of UNESCO's magazine "SangSaeng."
- Prepared digital communication campaigns: key messages, content and ready-to-publish assets for social media.

### Geneva Communication Assistant – World Meteorological Organization (WMO)

10/21 - 06/22

- Designed and distributed monthly newsletters for a community of members and partners (writing, structuring, distribution).
- Created and published web and social media content (articles, visuals, posts, short videos) aligned with institutional communication standards.
- Monitored engagement and adjusted content to improve reach and quality of interactions.
- Contributed to editorial website management (page updates, publishing, SEO best practices).
- Supported content coordination with internal and external stakeholders.

### Geneva Marketing Development Assistant – Caran d'Ache

02/21 - 08/21

- Conducted market analyses to identify key trends.
- Contributed to market validation studies through the management of a digital survey (100+ respondents).
- Led the migration of the product inventory to a PIM system (1,250+ products), supporting a team of three product owners.
- Coordinated internal and external stakeholders (communication teams, creative and translation agencies) for the production of the annual marketing brochure.

## LANGUAGES

- French – Native
- English – C1
- Spanish – B2

## HOBBIES

Dance, running, painting and cinema.

## SKILLS

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

### SOCIAL MEDIA

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

### DESIGN SKILLS

InDesign

Photoshop

Illustrator

Premiere Pro

Video: Kapwing, InShot