



K I A R A M C K A Y

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