



# Portfolio 2020

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A modern and creative  
Portfolio to present  
my best projects.





## Welcome to my Portfolio 2020

I have ten years' experience in successfully implementing projects and communication programs in an international working environment.

As an organizational talent, I have a wide range of experience in the planning and coordination of projects and keep track of things despite working on different projects at the same time.

### Double competences

#Communication  
#ProjectManagement

### Fields of experience

#InternationalCooperation #LandDegradation #Africa  
#Culture / ContemporaryArt

The aim of this portfolio is to light my experiences in one look but also showing off my design skills, creativity, and interests. So it is with pleasure that I invite you to discover the highlights of my experiences...

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## Portfolio 2020



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# Key information

## Education

University education combining learning processes which are based on **know-how**, **abilities** and **conduct**, and which broaden the **possibilities** for action.

# 2008 2010

Bachelor

Master Degree



► **Université d'Avignon et des pays de Vaucluse.** Cultural development strategy

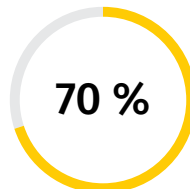
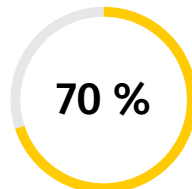
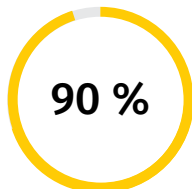
► **Université de Montpellier.** Information & Communication Sciences

# 2020

**Agile certified professional**  
by Project Management Institute.



## Hard & Softskills



### Adobe Suite

Photoshop, Indesign, Illustrator, Bridge

### CMS

Wordpress, Drupal, EZpublish

### Ticketing tools

Slack, Redmine

Every **great project** begins with an even **better idea.**

## What I am mastering



**Project Management**



**Strategy & Plan**



**Web Design & Development**



**Event management**



**Social Media Communication**



**Graphic Design**



## Adaptable

Leaps enthusiastically into the unknown.

I'm constantly coming up with new ways of looking at things. I appreciate freedom and flexibility. I value diversity and welcomes difference.



## Creative

The search for constant innovation.

I stand out for my original thinking. I prefer to avoid the obvious route when it comes to problem-solving. I enjoy coming up with innovative solutions.



## Analitical

Thinking a situation over before getting stuck in.

I use reason and logic to get to the heart of a problem, with a particular skill when it comes to dealing with more complex reasoning problems. I can be relied on to deliver.



# About my double competences

**>> Thanks to my 10 years of experience, I have acquired a robust knowledge of communication and international project management.**

## # COMMUNICATION

- Develop internal, external, and partnership communication
- Draft communication strategies
- Provide and disseminate communication supports (print & web)
- Oversee and optimize international media relations
- Development of social media, digital channels, and collaborative tools / Community management
- Development of audiences
- Supervise public relations
- Representing the structure to different audiences

## # INTERNATIONAL PROJECT MANAGEMENT

- Solid knowledge in international project management in close collaboration with first-rate partners (United Nations, Ministries, Foundations, etc.).
- Coordinating projects with multicultural teams
- Project design and development of strategic directions
- Budget and schedule monitoring
- Managing organizational logistics for international events
- Managing multi-site teams
- Promoting programs

Pictures : (top) Graphic and content creation / (Bottom) Attending the Conferences of Parties / United Nations Convention Combating Desertification (here COP12 in Ankara).





You can't  
use up  
creativity.

*The more you  
use, the more  
you have.*

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# International cooperation

## What is CARI NGO ?

CARI is an international cooperation actor in the field of land degradation in Africa. This NGO is recognized by international governance authorities and plays a key role as an interface between the African civil society and multilateral United Nations organizations.

>> [www.cariassociation.org](http://www.cariassociation.org)





**CARI NGO / #landdegradation #Africa**

Joining the CARI team gave me the opportunity to experience the international cooperation field. I began discovering the way it works and these specificities. In 2013, I quickly created the communication post, then the communication unit.

In less than three years, my skills were recognized and I was able to evolve as Co-Director.



Being motivated costs  
you nothing, but can  
get you everything.

photo: Rascaprod

### Key numbers

When I left the NGO, it had **11 employees + 4 projects manager** based in partner countries. In recent years, the annual **budget has ranged from € 800 000 to 1 million.**

CARI initiated and coordinates **3 civil society networks** and has direct partners all over **10 countries.**



# Direction / Management

Communication: a central core to keep effective collaboration within remote cross-cultural teams.

As Co-Director in charge of communication and events, one of my main challenges was **developing and organizing the exchange of information between our field, financial, institutional and media partners involved in 10 countries**, in order to create real synergy from local to international.

I have coordinated communication management processes in countries, developed and guided sub-regional strategies and helped to build strategic partnerships.

I have supported the organization of International Summits and worked closely with high-level partners. I also expanded my knowledge of the challenges of working together, in dialogue and respect for others, particularly about advocacy.

Main missions:

- Project design and development of strategic directions
- Pilot and redefine the operational organization of the NGO
- Support member associations to aim the agreed objectives
- Internal operational management
- Support capacity building activities
- Group facilitation in a multicultural environment
- Strong participation in organizing high-level summits
- Promotion of civil society input in the political arena







#### Editorial lead & web content creation

- 9 websites,
- 5 newsletters,
- +10 000 followers,
- 3 magazines...



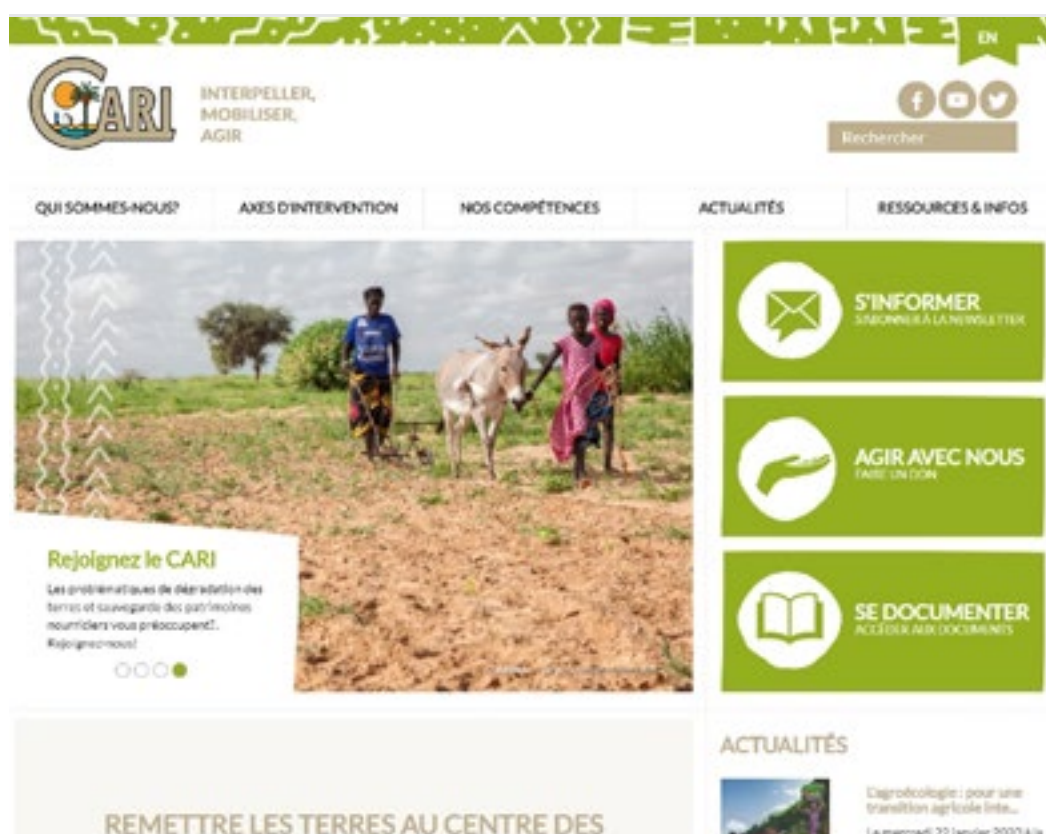
#### Web development

Make the corporate website evolve in content and in functionalities. It supports SEO action.

→ Livre de sol  
re. Saur  
Jave  
Caser  
Ave

# Communication

## // Main missions



### Define the communication strategy and lead the execution

- Overseeing all external communications, ensuring my message is consistent and engaging
- Harmonization of internal communications between all members of our networks (9 structures, 8 countries)
- Creation and implementation of public awareness and behavioral change campaigns.

### Media relation

- Lead the press relations, handle press releases and statements for national / international news
- Organising, planning and running events including press briefings/conferences, staff engagement events and public events.



# Events

## Create an effective advocacy communications

CARI is engaged in advocacy on issues relating to climate change and land degradation. Among a range of high-level meetings organized, there is Desertif'actions Summit which is initiated by CARI.

## An international summit to organize from scratch

- Define guidelines thematic
- Deliver a holistic and strategic communication plan to deliver effective messages
- Create a graphic identity and provide all supports in 2 languages
- Develop audiences by disseminating strategically on social networks
- Supervise public relations
- Support logistic and administrative aspects
- Define and manage side events and public animations...



## What is Désertif'actions (D'a)?

A unique multi-actors summit dedicated to civil society representatives actives in the field of land degradation. In 2019, it brought together 300 participants from all around the world.





Each editions of D'a summit:  
+ 300 participants, 40 countries  
represented, 4 days...



# Design

// Print & web variations



## Identity creation + variations and organization of the "Oases & drylands" pavilion life

A multi-stakeholder zone developed by civil society to express the voices, and dynamics of oases and drylands.  
> at 22<sup>nd</sup> Conference of Parties of United Nations Framework Convention on Climate Change in Morocco (COP22 UNFCCC).

>> Designing the entire pavilion, writing and translation managing, wide diffusion on social media, and side event managing.

## Advocacy supports

Synthesis of the civil society contributions about land degradation and their adaptations in 30 messages  
> at 14<sup>th</sup> Conference of Parties of United Nations Convention to Combat Desertification in India (COP14 UNCCD).

>> Designing, writing, wide diffusion on social media, and our websites.







### Miscellaneous supports

01. **Capacity building.** Collection of sheets dedicated to good oasis practices about water, valuation of oasis products, natural resource management and governance.

02. **Identity creation.** Creation of a logo as part of the promotion of gender

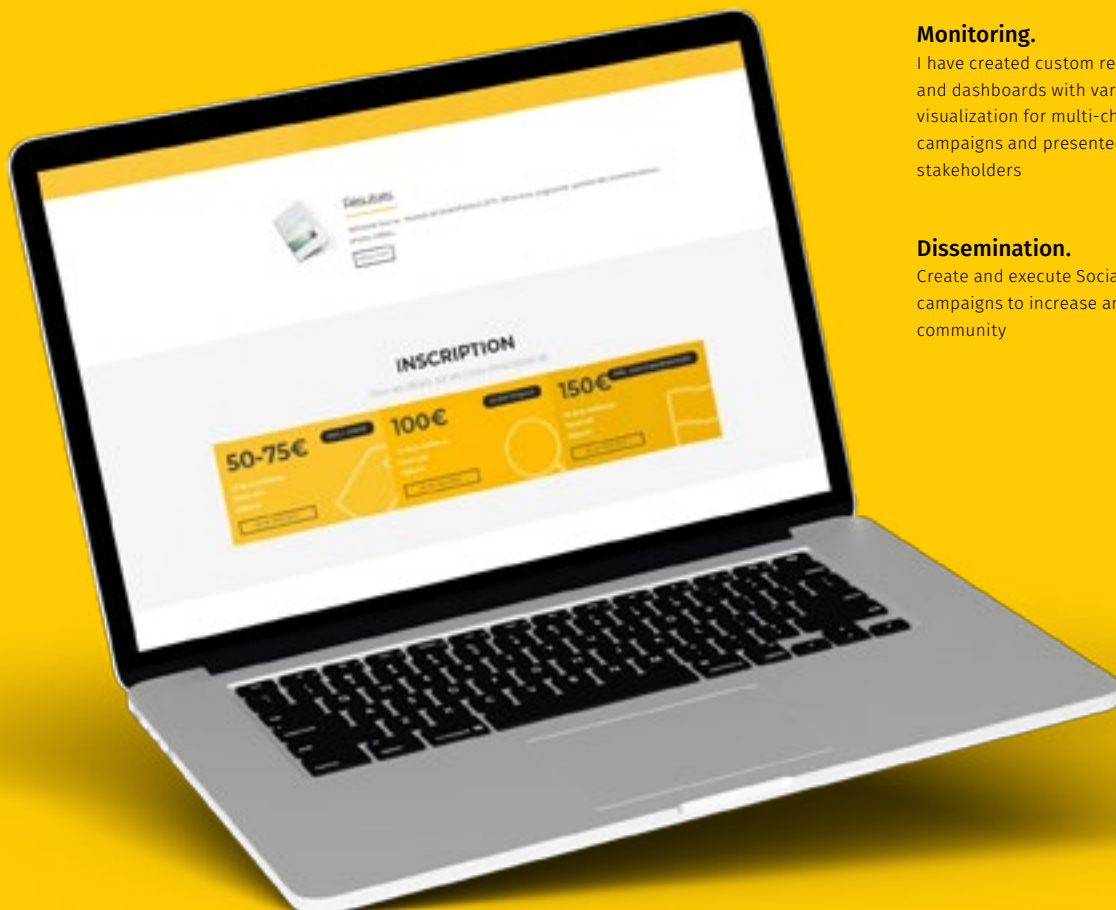
03. **Identity creation.** Presentation brochure including a new graphical charter.

04. **Activities programm** of our "Oases & Drylands" pavilion at 22<sup>th</sup> Conference of Parties of United Nations Framework Convention on Climate Change in Morocco (COP22 UNFCCC).



# Digital communication

- Lead web project management
- Use a range of CMS (Drupal, Wordpress, EzPublish)
- Supervise the content distribution across different owned channels
- Responsible for the social media ecosystem : ie, post regular content, and send out to our existing partners database, reply to comments on Social Media and Google...
- Strategize, design, and execute campaigns and implement front-end enhancements
- Extract relevant data from an analytics tool (ie, Google Analytics, Twitter Insights, etc.) and build a dashboard with KPIs
- Manage multiple CRM tools across campaigns



## Monitoring.

I have created custom reports and dashboards with various data visualization for multi-channel campaigns and presented them to stakeholders

## Dissemination.

Create and execute Social Media campaigns to increase and build our community



### Web content creation.

I have created monthly and meet content quota. In addition, I have worked with the advertising budget to procure and cultivate a lead generating machine.

# Design isn't finished until somebody is using it.

### Web project management

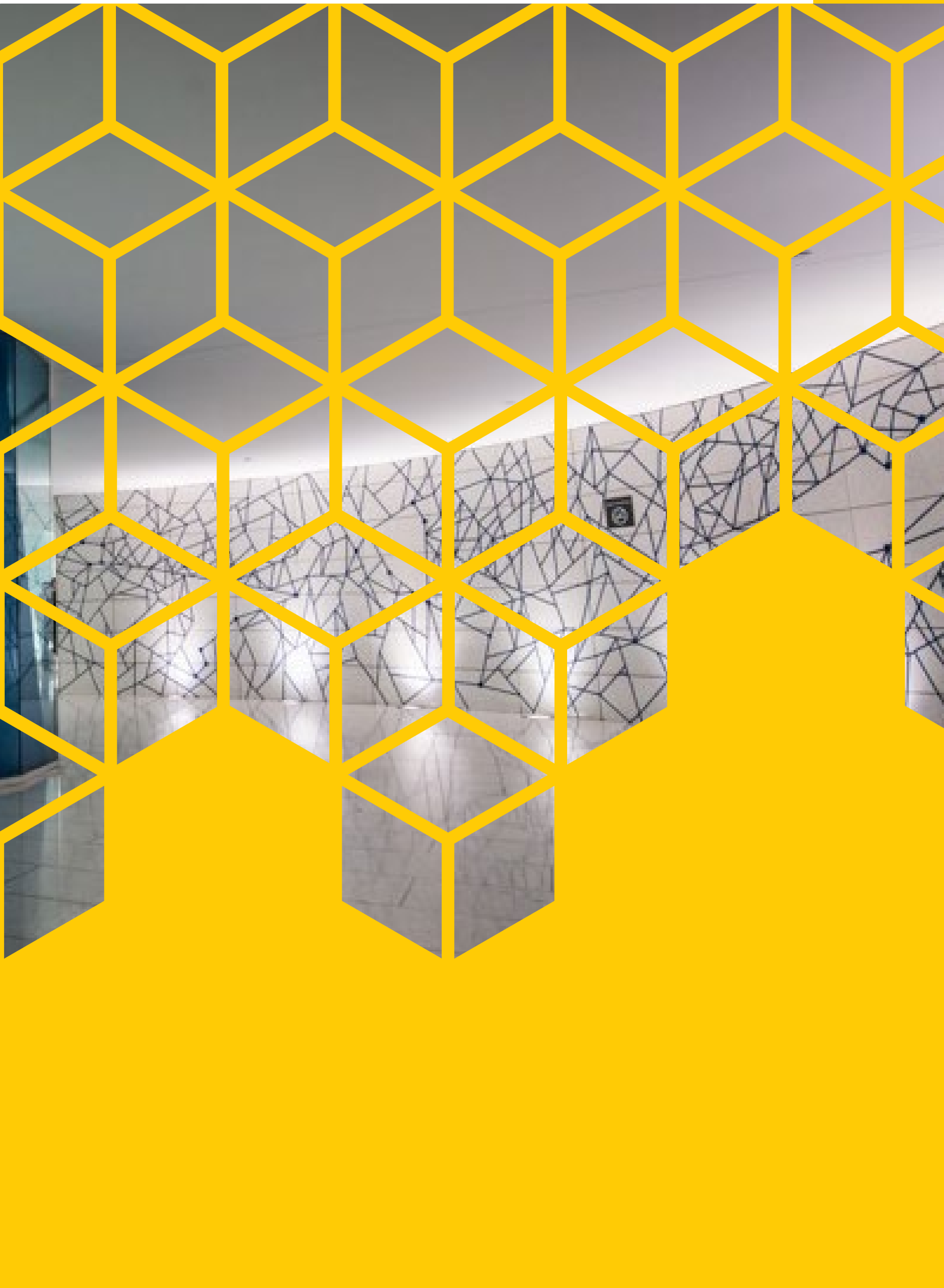
- > Writing features specifications, the definition of done, discussing workload and assessing releases in an agile workflow.
- > Optimize the use of the website as a communication and promotion tool.





# — Communication projects





# About my work at Art Souterrain #Montreal

## What did I do?

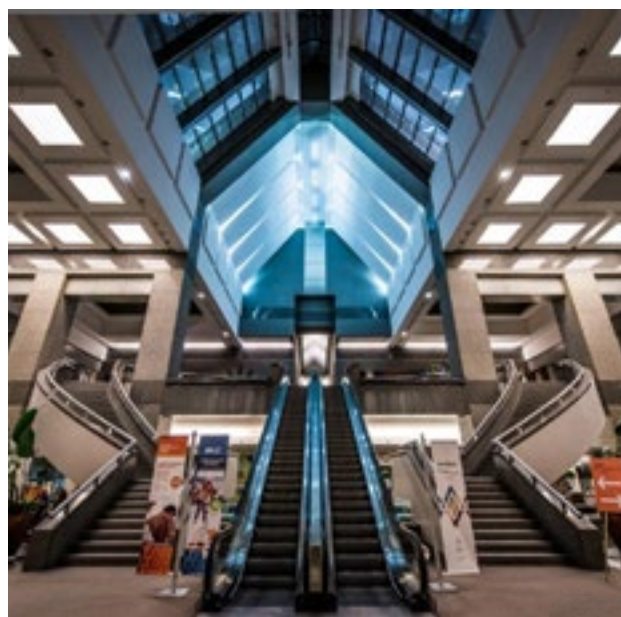
>> **Support communication and implementation of cultural projects promoting contemporary art in an urban environment.**

## Main missions

- Provide communication supports
- Support the acquisition, planning, organization, and implementation of the gallery and private events
- Develop sponsorship / Media relations
- Management / Team coordination support (300 volunteers)
- Development and distribution of digital content: newsletters, social networks
- Support the Gallery everyday life

## Side missions

- Organization of the Art of Style competition (2<sup>nd</sup> edition) at the Complexe "Les Ailes" in Montreal.
- Development of the partnership with the Montreal World Trade Center...
- Search for private funding





# *The festival in a glance*

*7 km of circuit*

*+ 100 artists from 20 countries*

*+ 100 000 visitors / days*

*+ 130 contemporary creations*

*8 mediums : performing arts,  
sculpture, photography, video...*





There are no secrets to success. It is the result of preparation.

photo: Art Souterrain

### #01 - Preparation festival main theme

I have among others, provided communication supports for media relations, supported the administration website, application and audioguide...



**#02 - "Art of Style 2" / Complexe "Les Ailes"**

I have directly supported the organization of the Art of Style competition: search for private funding, negotiation with the partner building, logistics, scenography and use of the space, selection procedure and relationship with the artists.



photo: Art Souterrain

# e.g. /

## Press relations

- Redaction of press files, press releases and presskit
- Develop the database of media to prepare futur partnership
- More than 300 medias contacts from 25 countries centralized
- More than 120 media diffusion

## Graphic design

- Create the identity chart to facilitate sharing and respect of use within the team
- Design communication kit, press kit, sponsorship supports...

## Search for private funding

- Source potential acquisition targets through phone, email, and mail campaigns
- Summarize analyses and make recommendations to the team leader
- Build and diligently maintain a CRM database
- Build financial models





### Partnership management

Development of partnerships with 2 of the 14 partner buildings of the event: Le Complexe des Ailes and the Montreal World Trade Center.



# About my work

## at Pôle Bijou Baccarat

### #France

#### What did I do?

**>> Support the creation and operation of a territorial project directly associated with the luxury, jewelry, and art craft fields.**

#### Main missions

- Lead communication activities:
  - Development and distribution of digital content: newsletters, social networks (Instagram, Facebook, and Twitter)
  - Sponsorship development
  - Event planning
  - Media relation
  - Follow-up of press relations, schools, associations...
- Support exhibitions programm:
  - Reception and mediation with the public
  - Support with the preparation, set-up and dismantling of exhibitions
  - Participation in the creation and updating of inventories
  - Development of documentary resources concerning the collection and the artists represented.
- Support to the Gallery everyday life:
  - Mastery of the challenges of contemporary creation
  - Follow-up and management of sales and orders
  - Help with the management and handling of works





# *The project in a glance*

*Territorial project of € 2 million*

*Based on 2 brownfields of Baccarat SA*

- *200m<sup>2</sup> exhibition gallery*
  - *Artists' incubator*
  - *Training center*
  - *R&D center*
-



# My interest



Geek culture



Kitesurf



Architecture &  
building



Passion is the key essential force that drives my success. It determines everything that I think and do.



**Geek culture.** Yes, I dare ! It is not a shame. I have even gone so far as I made research in human sciences on playful digital environments (MMORPGs and diegetic social identities). The emergence of geek culture represents not a sudden fad, but a newly visible dimension of identity that demonstrates how dispersed cultures can be constructed through the integration of media use and social enculturation in everyday life.



**Kitesurf.** I have followed board sports for many years now, as they convey strong values, such as performance, community and respect for the environment. These values are very dear to me, and I have devoted myself to them throughout my career.



**Architecture.** It is no coincidence that most of the photos of this portfolio are those of buildings... Beyond the strong interest I have in architecture, I had the opportunity to build my own house for more than two years. So I learned the ropes: editing plan, plumbing, electricity, walls, painting, insulation, tiling, landscaping...

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# Portfolio

## 2020

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