

# GERALDINE ALLEMAND

Communication Expert | Change Management, Innovation & Sustainability

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-  Montpellier (FR)

**14 years of experience in international advanced communication and digital transformation across Europe, North America, West Africa, and the Middle East.**

- Driving strategy and communication with an agile mindset in complex projects, environment, and teams
- Fostering engagement and cooperation across impactful communication
- Managing international high-level events focused on international cooperation
- Bridging multi-functional roles to ensure projects impact
- Turning sustainability ambition into action through business strategies consulting

*Moto: Simplicity is essential. Keep it is an art.*

## WORK EXPERIENCE

### Digital Transformation Consultant

CGI - France | Feb. 2024 - Present Day

Digital transformation, Change Management, Sustainability, Advisory

My role is both strategic and hands-on, requiring a mix of leadership, technical expertise, and business acumen.

- Driving digital transformation across industries, and the importance of integrating AI as a key technology to advance Climate Tech and Climate Action
- Communicating with stakeholders to understand their requirements, provide updates on project progress, and manage expectations by understanding business needs, often unexpressed
- Supporting clients in their Change management and Smart automation projects by proposing innovative solutions adapted to economic, technological and organizational constraints
- Supporting change and ensuring that the solutions proposed are adopted and effective
- Contributing to the development of the Business Unit 'Digital Sustainability'

### UNFCCC COP28 Governance - Civil Society Liaison Officer

Expo City Dubai - United Arab Emirates | Oct. - Dec. 2023

High-level event management, Communication, International Development, Advisory

Initializing for the very first time in the UAE history, a dynamic-event space to let civil society expresses its will and recommendations: the Voice for Action hub.

- Designing and planning the Voice for Action hub, ensuring its seamless integration into all aspects of operational planning
- Leading the effective communication between the Civil society and the Host country, engaging with a wide array of stakeholders
- Handling sensitive topics such as security issues
- Developing and executing a comprehensive strategy to ensure activists, volunteers and climate focussed partner organizations are accounted for in the Voice for Action planning
- Cultivating and strengthening relationships with key stakeholders, including Civil society organizations, indigenous groups, youth activists, and other influential voices.
- Contributing to post-event reports and recommendations for enhancing future engagements

### Digital project coordinator

CGI - France | 2022 - Sept. 2023

## EDUCATION

### Master - Communication & Cultural Events

Université d'Avignon (FR)  
2009 - 2010

### Master - Businesses Communication

Université de Montpellier (FR)  
2008 - 2009

### Bachelor - Communication Sciences

Université d'Avignon (FR)  
2005 - 2008

## SKILLS

### Certifications

SAFe 6 Agilist - 2024

Sustainable Digital - 2024

Design Thinking - 2023

Front End Coding - 2022

### Professional

Communication & Design

Sustainability

Digital transformation

International events management

People management

Agile methodologies (scrum/kanban)

### Technical

Adobe Creative Suite

SEO / SEA, Google Ads

HTML, CSS, JS

Git, GitHub, Jira

Digital transformation, Business process Consulting, Automation, Advisory

Within the CGI Digital Innovation Center, supporting the digital transformation of companies by modeling, optimizing and automating internal processes.

- Optimizing CGI worldwide onboarding process using automation (90.000 employees)
- Animating workshops to express final users needs, elaborating prioritized stories, and optimizing features through continuous iterations
- Structuring the pre-sales automation offer
- Organizing consultant unit to share knowledge and experiences, increasing approach consistency and deliveries
- Developing a corporate social responsibility (CSR) offer to train teams to the sustainable IT

#### **Contractor - Communication & Design**

Communication Strategy, Print & digital design, Advisory

Beyond frames offers complete personalized services to entrepreneurs, with deep expertise in communication, brand strategy, design and digital.

- Helping S&M businesses build and monitor their strategy
- Communication consulting to strengthen the information exchange process between projects stakeholders
- Crafting user experience from the idea to the front-end development: UI/UX, accessibility, sustainable IT
- Designing and maintaining brand consistency: brochure, social media graphics, event materials, websites, etc.

#### **Co-director in charge of communication and events**

International Development, Management, Communication, High-level event management, Advocacy

French NGO coordinating 3 international civil society networks in 10 countries (Africa & Middle East) and organizing international environmental summits. As Co-director, I was in charge of:

- Developping Strategic directions & projects design
- Performing all of the media relations activities of the CARI NGO, its networks and high-level events
- Fostering and managing engagement in the community of Climate & Sustainable Development journalists, and facilitating their access to Civil Society key actors and CARI Programmes
- Promotion of civil society input in the political arena managing the full life-cycle of events (United Nations & International Summits)
- Internal operational management: growth, 1:1, team building, feedback...
- 360° communication campaigns and crisis communication.

#### **Communication officer**

CARI NGO - International cooperation | 2013 - 2016

International Development, Communication, Media Relation, Project management

As Communication strategic focal point for 3 civil society networks in Sahelian and Maghreb region, I created communication tools to assist dialogue between actors involved in drylands.

- Ensuring that the media relations and news release processes are properly implemented within the CARI team and across those of our direct partners in Burkina Faso, Niger, Mali, Mauritania, Morocco, Tunisia, Algeria and Tchad
- Managing international media relation strategy and execution
- Organising interviews and briefings for individual journalists, as well as preparing, sending and updating press releases and news releases when appropriate
- Create and implement organizational digital communication plans that align with the NGO's missions and brand
- Creation of the communication unit & new processes : objectives, monitoring, communication security policy...
- Editorial lead: 9 websites, 5 newsletters, +10 000 followers, dozen of print supports (eg. user guides, magazines...).

Figma, Miro, Draw.io

MacOS, Windows & Linux  
**Soft**

Fostering Cooperation

High sense of interculturality

Impact driven

Insightful

Proactive

Continuous Improvement

Team spirited

## **LANGUAGES**

French (Native)

English (Advanced - C1)

Spanish (Independent user level)

## **INTERESTS**

Motorbike

Kitesurfing

Digital culture

Yoga / Handpan

## **Communication & Side event manager**

Art souterrain - Canada | 2013

Communication, media relation, event management, artist support

Communication and implementation of cultural projects promoting Contemporary Art in an urban environment. One Month Festival welcoming 100.000 visitors per day across 7km of pedestrian circuit.

- Co-organization of artistic and cultural projects in addition to the festival and developing dedicated funding and grants
- Developing and distributing a range of digital content: newsletters, social networks (Instagram, Facebook, and Twitter), podcasts...
- Creating a graphic charter, communication kit, press kit, sponsorship development
- Maintaining media relations, ensuring they are briefed regularly
- Management / Team coordination support: 300 volunteers as public mediators
- Supporting the preparation, set-up and dismantling of exhibitions: 130 contemporary creations through 8 mediums.

## **Communication & project manager**

Baccarat - France | 2010-2012

Communication, Event management, Territorial development

Key player in the creation and management of a €2M territorial project based on two brownfields of Baccarat SA including : a 200m<sup>2</sup> international exhibition gallery, an artists' incubator, a training center, and an R&D center.

- Leading the communication strategy, media relations, audience development, event management, and artist support, with expertise in contemporary aesthetics and public relations.

## **Projet manager**

Université de Montpellier - France | 2009

Communication, Design, Architecture

Carrying out an accessibility and signage diagnosis to improve the integration of the diversity of users in complex environment.

## **VOLUNTEERING**

### **Construction Coordinator, Montpellier**

Architecture

Design, and deep renovation of a flat | 2023

### **Les Chèvres de la Garrigue**

Agroecology & Biodiversity

Support for Goat cheese production and the protection of the Rove breed, a distinctive local breed emblematic of the Garrigues in the South of France | 2022-2024

### **Construction Coordinator, Montpellier**

Architecture

Design, and construction of a entire house | 2019-2020

### **Action Sport, Montpellier**

Kitesurf - Wakeboard

FISE World Montpellier / Action sport festival | 2019

### **Le Sonambule, Gignac**

Arts - Music

Contributing to make the organisation to offer concerts at a fair price | 2016

### **Le Vieux Canal, Azerailles**

Arts - Music

Developing a new festival (communication, partnership, and organization) to disseminate current music in all its diversity | 2011-2012

## **RECOMMENDATIONS**

### **Marcos Montoir**

External Relations Officer at United Nations Convention to Combat Desertification

"(...) Ms. Allemand has shown during all these years an impressive sensibility to portray on her publications, pictures and digital work the testimonies of those working on the ground trying to make a better living

from a degraded land. She is a hard worker and very rigorous professional that has shown a strong commitment for the protection of the environment and the achievement of the Sustainable Development Goals. Working with Ms. Geraldine Allemand during all these years has been a great pleasure, she is a great team player and brings original solutions to challenges we faced."

### Bianca Auclair

Director Business  
Consulting / CGI  
Montreal

"Working with Géraldine was both a great joy and the discovery of a brilliant woman. Her professionalism and ability to create connections are undeniable. The human approach and expertise she brought to the project were of high quality. I hope to work with you again."

## AWARDS

### 2021 | Zürich Design Contest - Winner

Creation of an entire brand design & communication strategy.

### 2009 | Prize-winning team following a Call for proposals Marseille - Provence 2013: European Capitals of Culture

In collaboration with the Museum of European and Mediterranean Civilisations (MuCEM): Proposal of mediation mechanisms & processes for promoting collections and integrating the structure from the local to the Euro-Mediterranean vision, and Creation of a new scenography and spatial design for temporary exhibition.



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