

GERALDINE ALLEMAND

Strategic communicator | Project and event hands'on manager

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- Montpellier (FR)



13 years of experience in international advanced communication and digital transformation.

- Driving strategy and communication with an agile mindset
- Crafting communication in brand strategies
- Organisation and handling in the management of international summits (international cooperation, sustainable development)
- Bridging mutli-functional roles to secure projects impact

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

WORK EXPERIENCE

Digital project coordinator

CGI - France | 2022 - Present

Digital transformation, Business process, Automation

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)
- Setting up and applying a change management strategy
- Structuring the pre-sales automation offer
- Organizing consultants 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

Beyondframes - Switzerland | 2021 - 2022

Communication, Strategy, Print & digital design

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
- Designing and maintaining brand consistency : brochure, social media graphics, event materials, websites, etc.

Co-director in charge of communication and events

CARI NGO - International cooperation | 2017-2019

Management, Communication, High-level events 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:

- Development of strategic directions & projects design
- 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, etc.
- 360° communication campaigns and crisis communication

Communication officer

CARI NGO - International cooperation | 2013 - 2016

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.

- Managing international media relation strategy and execution
- 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, etc.
- Editorial lead: 9 websites, 5 newsletters, +10 000 followers, dozen of print supports (eg. user guides, magazines...)

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, 100.000 visitors per day

Communication & project manager

Baccarat - France | 2010-2012

Communication, event management, territorial development

Key player in the creation of a territorial project of 2 million euros based on two brownfields of Baccarat SA including : a 200m2 international exhibition gallery, an artists' incubator, a training center, and an R&D center

Projet manager

Université de Montpellier - France | 2009

Communication, Design, architecture, analysis

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

PROJECTS

Action Sport, volunteering

Kitesurf - Wakeboard

FISE World Montpellier / Action sport festival

Construction Coordinator / builder

Construction

Design, creation, and construction of my personal house

Le Sonambule, volunteering

Arts - Music

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

RECOMMENDATIONS

Marcos Montoiro

Marcos was the United State Liaison Officer for the Civil society

(...) 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.

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

Professional

Communication & design

Digital transformation

People management

Summit & event management

Agile methodologies (scrum/kanban)

Estimation and planning

Technical

Adobe Creative Suite

SEO / SEA , Google Ads

Html, CSS, JS

CMS (Drupal, Wordpress, EZ)

Git, GitHub

Jira

Figma, Miro, Mural

MacOS, Windows & Linux

Soft

- Impact driven
- Insightful
- Proactive
- Self reliant
- Team spirited

LANGUAGES

- French (Native)
- English (Advanced - C1)

INTERESTS

- Motorbike
- Kitesurfing
- Digital culture
- Yoga / Handpan

