

# GERALDINE ALLEMAND

Strategic communicator | Project and event hands'on manager

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13 years of experience in international advanced communication and digital transformation in Europe, North America, West Africa, and Middle East.

- 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

**COP28 - Civil Society Liaison Officer** Expo City Dubai - UAE | October 2023 - Present  
High-level event management, Communication, International development

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 zone.

- Designing and planning the Voice for Action zone, ensuring its seamless integration into all aspects of operational planning
- Leading the effective communication between 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 organisations are accounted for in the Voice for Action planning
- Cultivating and strenghtening relationships with key stakeholders, including civil society organisations, 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  
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 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** 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.

## 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

- 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

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:

- 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

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.

- 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

Impact driven

Insightful

Proactive

Self reliant

Team spirited

**LANGUAGES**

French (Native)

English (Advanced - C1)

**INTERESTS**

Motorbike

Kitesurfing

Digital culture

Yoga / Handpan

RECOMMENDATIONS

Marcos Montoiro

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."



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