



KIARA MCKAY

ABOUT ME

Communication assistant with two years of experience in producing high quality multimedia content and creating communication strategies. Very much oriented towards the international environment.

Portfolio: kiaramckay.ch

EDUCATION

Digital Marketing Diploma • 10/20- 04/21

ESM - Geneva: community management, SEO, SEM, Google Ads, e-commerce, webdesign

Master in Print and Digital Publishing • 2018 - 2020

Toulouse Jean Jaurès University: publishing, editing, proofreading and communication

Bachelor in French Litterature • 2014 - 2017

Toulouse Jean Jaurès University

EXPERIENCE

Geneva COMMUNICATIONS - WORLD METEOROLOGICAL ORGANIZATION

- 10/21 - 06/22 • Created monthly email newsletters that were sent out to more than 100+ members
- Created and published content on the WCC website, including articles, infographics and videos that were viewed over 150+ times
- Curated content and copies for 5 social media channels including LinkedIn, Twitter, and Youtube assessing customer response to create targeted messaging
- Created news and events content and maintained more than 15+ webpage layouts single-handedly for WCC's website, including maintaining the news and events sections all week long
- Designed, edited, and maintained an editorial calendar in addition to producing 20+ textual and graphic creative pieces monthly for WCC's social media channels including a call to action (CTA), social media stories and video content
- Designed two political brochures endorsed by former heads of state/ministers, and managing the changes of the brochures in InDesign

Geneva MARKETING DEVELOPMENT ASSISTANT - CARAN D'ACHE

- 02/21 - 08/21 • Produced market analysis providing in-depth analysis of current market trends
- Assisted in market validation research through the management of a digital survey of 100+ participants
- Managed an inventory migration of the company database on a Product Information System database (PIM) of over 1250+ products while also assisting the team of 3 product owners
- Coordinated with creative, translation agencies and in-house communications managers to create the yearly marketing brochure
- Performed routine clerical tasks such as: filing, answering phones, typing, copying, and open and sort incoming mail, and prepare outgoing mail and materials

Geneva EDITORIAL ASSISTANT - ATRABILE

- 06/20 - 08/20 • Creation of brochures, direct coordination with authors, customers and other publishers
- Responsible for proofreading and editing multiple book projects
- Performed routine clerical tasks such as; filing, answering phones, typing, copying, and open and sort incoming mail, and prepare outgoing mail and materials.

LANGUAGES

French (Mother tongue)
English (C2)
Spanish (C1)

HOBBIES

Reading, sports (dance, hiking, badminton), travel

SKILLS

IT SKILLS

Wordpress, Woocommerce, Google Analytics, Ms Office, Trello

SOCIAL MEDIA TOOLS

Tweetdeck, Hootsuite, Social Media (Facebook, Twitter, LinkedIn, Instagram, TikTok)

DESIGN SKILLS

InDesign ██████████
 Photoshop ██████████
 Illustrator ██████████
 Premiere Pro ██████████
 Video: Kapwing, InShot