

EVGENIA SERETI - COMMUNICATIONS OFFICER

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PROFILE

Strategic Thinking | Curiosity | Creativity | Project Leadership | Innovation | Sustainability

International Communication & Digital Marketing professional with experience in **multicultural environments**. Skilled in **digital strategy, content creation, media relations, and event communications**, with a proven ability to **manage cross-border communication projects, optimise digital platforms, and engage diverse stakeholders**.

LANGUAGES

English: Fluent - **French:** Fluent - **Greek:** Fluent - **Spanish:** Beginner

PROFESSIONAL EXPERIENCE

Communication & Web Marketing Officer

CIGRE, International Council on Large Electric Systems, Paris, France

June 2023 - April 2025

- Led digital communication initiatives across a global network spanning **90+ countries**, ensuring consistent messaging and alignment with international stakeholders.
- Designed and executed strategic **print and web communication campaigns** for flagship events with **11,000+ participants**, strengthening CIGRE's global visibility.
- Managed **multichannel communication platforms**: WordPress CMS, LinkedIn, YouTube, and newsletters reaching **25,000+ subscribers worldwide**.
- Drove **digital optimisation**: monitored KPIs via Google Analytics, implemented SEO strategies, and enhanced **UX of the membership portal** to improve engagement.
- Coordinated cross-functional projects with service providers and country representatives, ensuring timely delivery of high-quality communication content.

Communication & Web Marketing Assistant,

CIGRE, International Council on Large Electric Systems, Paris, France

August 2022 - Sept. 2022

- Developed and distributed **multilingual newsletters** and social media campaigns, reinforcing CIGRE's international brand positioning.
- Produced digital and visual content tailored to global audiences, ensuring **cultural and regional adaptability**.
- Managed and optimised the membership portal, liaising with internal teams and external partners for seamless communication.

Community Manager

Cinq Mars, Digital Marketing & Communication Agency, Clichy, France

March 2022 to April 2022

- Built editorial calendars and created content (**visuals, copywriting, social media**) for diverse international and local clients.
- Conducted **competitive monitoring and market research**, supporting strategic communication decisions.
- Assisted in **platform development** to improve client engagement and user experience.

SKILLS

Digital Leadership & Strategy: Social media strategy, SEO/SEA, analytics, UX optimisation, newsletter strategy, and online reputation management.

Content Creation & Event Communication: Newsletters, press content, visual design, and support for large-scale international events, speeches, and presentations.

Project Management: Multi-stakeholder coordination, campaign planning, provider management, and cross-border project execution.

Digital Tools & Design: CMS (WordPress, Drupal, Typo3), social media tools (Hootsuite, Buffer), marketing automation (Sarbacane, Plezi), HTML basics, Adobe Creative Suite (InDesign, Photoshop, Illustrator, Canva), Microsoft Office Suite.

EDUCATION

Postgraduate Bac+5 in Digital Marketing & Community Management, Doranco, École Supérieure des Technologies Créatives, Paris, France — 2021–2022

Google Digital Garage Certification: “Fundamentals of Digital Marketing,” E-Learning — 2021

Training: “Web Marketing and Social Media: Community Management,” CMA, Paris, France

MA in Electroacoustic Composition & New Media, CODARTS University of the Arts, Rotterdam, Netherlands — 2011–2013

BA in Music Studies, Ionian University, Department of Music Studies, Corfu, Greece — 2003–2010

INTERESTS

Music composition & sound design

Visual arts & photography

Sports & hiking

Volunteer work & community engagement