

- • Web3 Marketing & Communication Lead



8 years experience building global communities, content programs and user support.

I turn complex tech into clear narratives and scalable growth initiatives, and previously launched and ran a \$1M developer grants program.

Experienced in team leadership across content and community, plus PR and social strategy.

- Community Building
- Dev relations and ecosystem programs
- Content and comms strategy + design
- Dev relations and ecosystem programs
- PR and media
- Team leadership
- Events (online + offline)

English  
Native



**French**  
**Fluent**



## German Intermediate



## Head of Communications

iExec, Lyon | May 2023 - December 2025

- Led global communications and brand strategy across content, social, and PR
- Managed a team across communications, content, copywriting, and design
- OKRs, planning, and delivery across communications and creative
- Automation & Tooling: Custom bots, Mailchimp, Typeform, Atlassian/Pipedrive pipelines
- Set educational content strategy including SEO and GEO (AI search)
- Managed press activity, messaging, announcements, and media relations
- Led social media strategy for 90,000+ audience and social listening insights
- Host and spokesperson for key online and offline events

## Lead Community Strategy and Support

iExec, Lyon | March 2018 - May 2023

- Owned global community strategy bridging product, developers, and investors
- Managed international Community Managers and regional programs
- First line support for network participants, resolving day-to-day user issues
- Scaled community to 100k+ members, Launched a \$1M Developer Grants Program
- Built 50+ Community Ambassadors with rewards and performance frameworks
- Led events strategy and hosted online AMAs, interviews, and community sessions

## Other

Recruitment Administrator - Search Consultancy, Glasgow

PwC IT Service Centre Analyst - Capgemini, Nairn

## Catering - Slug & Lettuce, Edinburgh

English teacher - Independent volunteer at orphanage, Nepal

## BA Hons Marketing with Digital Marketing 2:1

Edinburgh Napier University | 2013 - 2017

- Traditional and digital marketing methods
- Online marketing & advertising, digital branding strategy, social media marketing
- Media communication-based projects such as film-making or 2D animation.
- Dissertation research project and report on subject “Exploring the potential role of branding in social marketing campaigns promoting pro-environmental behaviours”

## Advertising and Publishing / Media and Management

Stuttgart Media University 2015 - 2016

VESPA German Language Proficiency Certificate B:1

During my year living and studying in Germany, I learned the language to a level of B.1