

17 YEARS

OF WORK EXPERIENCE

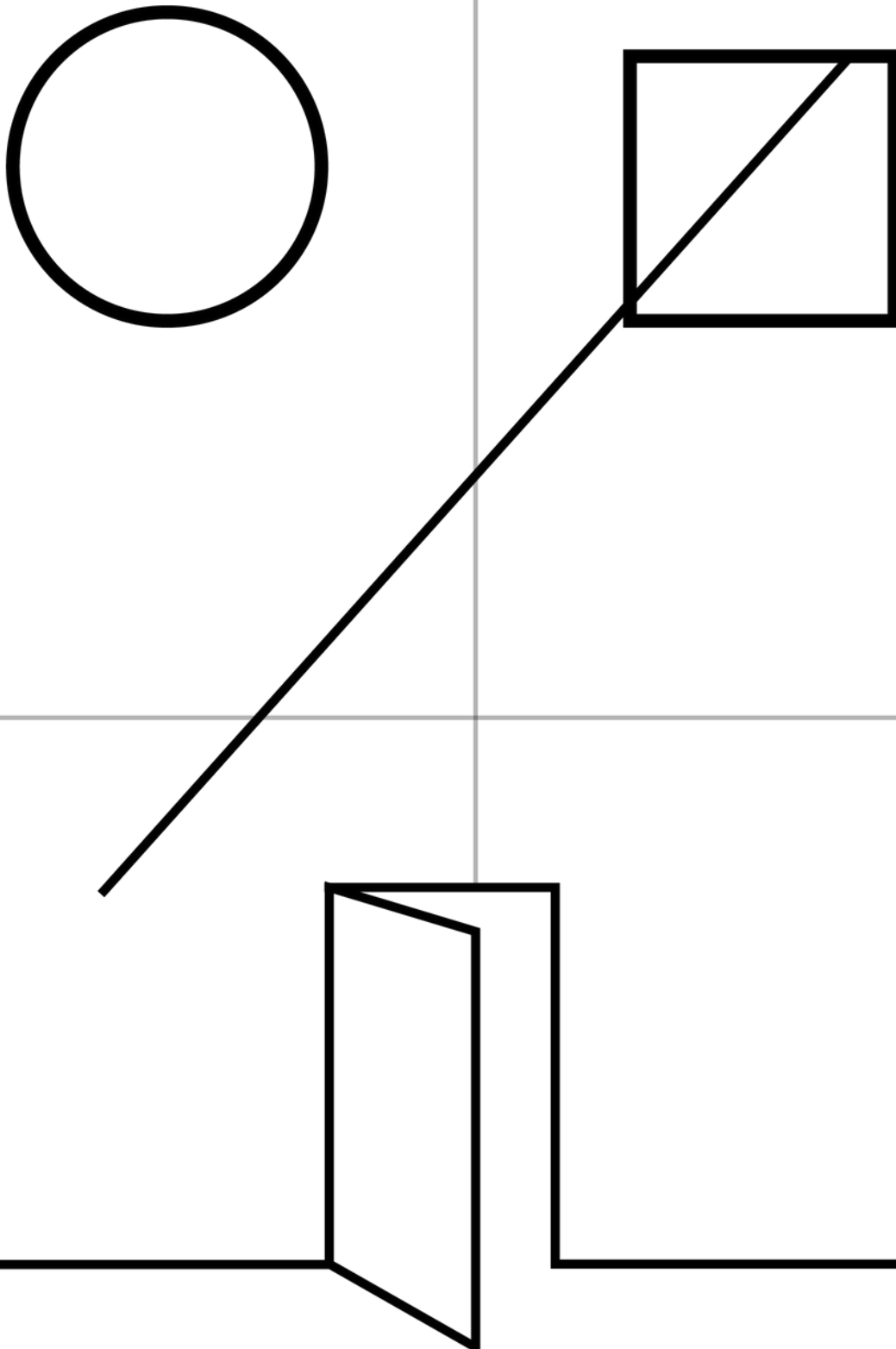


Fig. 01 — 17 years of shaping structures, LET'S OPEN new perspectives together

Auréline Siorak

Event & Cultural Projects
Communication Lead
MarTech / CRM

Communication & digital professional designing, coordinating end-to-end customer & audience journeys - from online ecosystems to on-site experiences.

Work experience

CineGlobe - CERN Film Festival (Meyrin)

Communication & Production Manager | 2023 - current

- On-site coordination at CERN & partner municipalities
- Science-film programming & image/sound education workshops
- Key figures 2025: 2,000 visitors • 760+ workshop participants

Mapping Festival - Arts & Technologies (Geneva)

Communication Manager | 2022 - 2023

- Editorial strategy, digital/print campaigns & audience engagement
- Social media management, diffusion & partnerships
- Coordination of photo, video and web production
- Key figures: 3,500+ visitors

Publishing Factory - SaaS « Swiss made » (Lausanne)

E-commerce Project Specialist - CRM & Data | 2014 - 2021

- Led 10+ system migrations (Salesforce, emailing, tracking)
- Designed & customer journeys (lead → conversion → purchase)
- Trained & supported 10+ media startups on product launches, funnels & data quality and marketing automation
- Data volumes : ~6M contacts • 2M emails/day • 250k subscribers

Education

Master's Degree - Interactive Writing & Interaction Design

GOBELINS Anancy & IAE Savoie Mont-Blanc | 2008-2009
Information architecture, UX/UI, ergonomics, foresight & innovation

Master's Degree - Digital Creation (visual arts & performance)

Université Polytechnique des Hauts-de-France | 2006-2008
Transmedia storytelling, interactive installations, digital imaging

Bachelor's Degree - Information & Communication

Cultural mediation, contemporary arts, visual communication
Université Savoie Mont Blanc | 2002-2005

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Work Permit C

Skills

- Project management (events & digital)
- MarTech & CRM (Salesforce, Mailchimp, Mindbaz, Marketing Cloud)
- Digital communication & content
- Adobe CC (Id, Ps, Ai), WordPress
- Office, Excel, Kanban, Trello
- Conversational English (B2)
- Agile methods (Scrum, Kanban)
- Data quality & migration workflows

Key Metrics

CRM & DATA Publishing Factory 6 Mio contacts	FESTIVAL Mapping Festival 3,5k attendees
2 Mio emails/day	FESTIVAL CineGlobe - CERN 760 workshop attendees
250K subscribers	