



Dora Garreau

CONTACT DETAILS

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SKILLS

STRATEGY & BRAND

Audit, communication plan, editorial guidelines, brand identity

CONTENT & DIGITAL

Print, web, storytelling, copywriting, newsletters, social media, email marketing, WordPress, Wix, Squarespace, Joomla

PROJECTS & EVENTS

Coordination, partners, local press, budget, suppliers, compliance

LANGUAGES

Portuguese · native language
English · full professional proficiency
Spanish · full professional proficiency

EDUCATION & TRAINING

- Community Manager, IFOCOP (2016–2017)
- Advanced Technician's Certificate in Executive Assistance, International Trade option, Lycée Voltaire (1989–1991)

INTERESTS

- Culture & heritage
- Local life & community involvement
- Events & local communications

Communication and marketing officer Digital expertise

Empathy ; Creativity ; Perseverance

PROFILE

Clarify. Structure. Activate.

My guiding principle: connecting strategy, content, brand identity and digital presence without losing the human touch. With 30 years of experience in communications and project management, including 20 years in technical communications and continuous improvement, **I bring a dual perspective:** rigour, coordination and compliance on the one hand; creativity, storytelling and visibility on the other.

Through **AgorAdora**, I help small and medium-sized businesses structure their communications and gain the visibility they deserve.

PROFESSIONAL EXPERIENCE

· Founder ·

AgorAdora | May 2026 – present | Puydaniel

- Supporting small and medium-sized businesses, craftspeople and non-profits with branding, content, digital communications and print materials; flagship assignment for Château de Puydaniel.

· Communications Strategy & Branding Manager ·

Château de Puydaniel | March 2025 – June 2026 | Puydaniel

- Redesigned the brand identity and storytelling; created 20+ assets; delivered organic growth across social media and the website; developed the editorial strategy and coordinated digital communications, resulting in consistent messaging and stronger awareness.

· Communications & Branding Officer ·

Laines Paysannes (SCIC) | Jan. – Oct. 2023 | Saverdun

- Conducted a usability audit and redesigned website user journeys, significantly increasing unique visitors; managed SEO and the e-commerce website.

· Social Media Manager ·

TEDxSaclay | June 2020 – Sept. 2022 | Paris-Saclay

- Developed the social media strategy, ticketing campaigns and partner toolkits; achieved 100% of targets across two editions.

· Communications, Institutional Digital Marketing & Reception Officer ·

IFRASS | Aug. 2021 – May 2022 | Toulouse

- Centralised communications and ran targeted campaigns: nursing assistant applications rose by 10%, and childcare training sessions reached full capacity.

· Scientific Programme Coordinator, LIVE Sessions ·

Europa Group | Feb. – July 2020 | Toulouse

- Coordinated international medical congresses: programme, speakers, promotion and technical teams.

· Communications & Branding Officer ·

TEDxOrléans | Sept. 2015 – Nov. 2019 | Orléans

- Delivered multichannel communications and speaker content; the first edition sold out within 48 hours.

· Technical Communications & Project Officer ·

Maquet SAS (Getinge Group) | June 1997 – Nov. 2017 | Ardon

- Led product documentation internationally: strategy, processes, guidelines, sourcing and compliance; reduced translation and reprographics costs; created print communications for the Quality department; redesigned the Quality department intranet.

· Other assignments ·

- **Autantyk:** Strategic, print, web and digital communications (2017);
- **Prestige Interlanguage:** Launch visual identity (2011);
- **C.I.D.E. 45 / McKey Food Services / A.M.T.:** Bilingual Executive Assistant (1989–1997).

LOCAL COMMUNITY INVOLVEMENT

Volunteer Communications Officer · Association Patrimoine de Puydaniel | Jan. 2026
Publications, events and media relations supporting local heritage.