

Contact

www.linkedin.com/in/magalypiscarel (LinkedIn)

Top Skills

Digital Marketing

Copywriting

Social Media Marketing

Magaly Piscarel

Marketing & Communications Officer at Infrachain & the Luxembourg blockchain Lab
Luxembourg

Summary

Enthusiastic Marketing & Communications Specialist with proven marketing and customer service skills; Experienced in collaborating with others, meeting deadlines, and completing projects efficiently; Adept at complex problem-solving and creation of engaging written content; Skilled at utilizing social media and online marketing and social media platforms to promote events, products, and organizations; Ambitious learner with the desire to grow in marketing skill and experience; Native French speaker with fluency in English, and B1 proficiency in Thai.

Experience

Luxembourg Blockchain Lab
Marketing & Communications Officer
July 2022 - Present (2 years 7 months)
Luxembourg, Luxembourg

Infrachain
Marketing & Communications Officer
January 2021 - Present (4 years 1 month)
Luxembourg, Luxembourg

Doctena
Marketing and Communications Specialist
March 2019 - March 2020 (1 year 1 month)
Luxembourg, Luxembourg

- Creates pages and posts for the Doctena website using Wordpress and creates marketing material including flyers and brochures, ensuring messaging consistency and clarity
- Develops and implements B2B and B2C digital marketing campaigns, creates effective social media banners for SEA campaigns, and organises corporate and B2B events such as roadshow and fairs, driving greater brand recognition

- Optimizes organizational visibility, promotes services via various social media channels, and manages Google My Business across 6 different countries, expanding market penetration
- Partners with CMO to achieve marketing goals, handle intellectual property matters, and manage project budgets
- Leads creation of internal and external communication including monthly product newsletters, press releases, emails, and weekly Beamer posts for clients and prospects located in Luxembourg, Germany, Belgium, Switzerland, Austria and the Netherlands
- Compiles accurate product lists and develops clear written and video product guides for customers and gateway guides for sales representatives, facilitating the sales process
- Created “Patients’ Choice Award” to recognize top-rated health professionals, developing the landing page and cover letter
- Develops and conducts effective patient and practitioner feedback surveys, effectively illustrating results via infographics in order to analyse the competition and develop an effective scraping strategy

Accenture

Junior Copywriter

September 2018 - February 2019 (6 months)

Luxembourg, Belgium

- Developed and implemented digital marketing campaigns
- Helped build social media marketing strategy and executed it through competitive and audience research
- Participated in the development and production of marketing materials such as infographics
- Edited and posted content, videos, and audio content on online sites
- Promoted the brand’s products and services on various social media channels
- Optimized company pages with each social media platform to increase the company’s social content visibility
- Achieved audience engagement, website traffic, and revenue by exploiting all digital marketing aspects of social media marketing roadmap
- Wrote for company’s blog, social media and internal magazine
- Tailored the content and style of writing assignments according to their purpose like sell or inform
- Developed and implemented plans and production schedules for events

- Assisted with planning, setup, execution, and post-event marketing operations of local events and activities to improve brand perception and generate sales leads
- Internal marketing communication

Maison Moderne

Journalist Intern for Delano Magazine

March 2018 - July 2018 (5 months)

Luxembourg

- Researched, gathered and wrote daily news and features in English on culture, finance, business and politics for web, social media and print
- Engaged the reader using targeted language that ensures articles are interesting and informative
- Identified stories of interest and conducted research to ascertain key facts and focus.
- Networked and developed new contacts
- Provided in-depth coverage of several major entertainment events including TEDx Luxembourg City
- Consistently met and achieved company goals and objectives for article and story deadlines
- Proofread
- Followed brand standards and style guidelines
- Established strong working relationships internally and externally
- Wrote video scripts

Education

Stamford International University

Bachelor's degree, Communication Arts · (2014 - 2018)

Thai Language Achievement, Bangkok

Thai Language · (2014 - 2014)

East Sussex College Group

English Language · (2012 - 2014)