

Illana Nemard

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PROFESSIONAL PROFILE

Event Manager and Communications Specialist with 5+ years of experience across event management, corporate communications, social media, content creation and brand activation. With a Master's degree in Communication, Advertising & Digital Strategy, I have hands-on experience planning and delivering corporate events, conferences, product launches and promotional activations from concept through to execution.

Experienced in end-to-end event coordination, stakeholder and vendor management, budgets, timelines, event communications and on-site delivery. Strong background in developing multi-channel communication strategies, creating digital content and driving audience engagement across social media, email and digital platforms.

Currently based in Melbourne, bringing both corporate event management experience from France and hands-on Australian hospitality experience, with a strong focus on guest experience, operational efficiency and high-quality event delivery. Open to long-term opportunities and sponsorship.

CORE SKILLS

Event Management: End-to-end event planning and execution, corporate events, conferences, product launches, brand activations, event logistics, vendor management, stakeholder coordination, budgeting, timelines, on-site operations

Event Communications: Event promotion, communication strategies, social media campaigns, email marketing, audience engagement, digital content, brand messaging, storytelling

Project & Stakeholder Management: Cross-functional collaboration, client and stakeholder relationships, team coordination, project management, deadline management, supplier coordination

Digital & Creative: Social media strategy, content creation, Canva, Meta Business Suite, Hootsuite, Adobe Photoshop, Illustrator, InDesign & Premiere Pro, WordPress, HTML/CSS

Hospitality & Guest Experience: High-volume service, guest engagement, complaint resolution, upselling, RSA-compliant service, working efficiently under pressure

PROFESSIONAL EXPERIENCE

Seasonal Store Team Member

Universal Store

11/2024 – 12/2025

Surfers Paradise, QLD Australia

- Delivered high-quality customer service and product guidance
- Processed sales transactions and handled cash and card payments
- Maintained store presentation and stock levels
- Demonstrated flexibility and reliability during peak periods

External Communications & Events Manager

LexisNexis France

02/2024 – 10/2024

Paris, France

- Led the end-to-end planning and delivery of **10+ corporate events, conferences and product launches** for legal and accounting sector audiences
- Managed **event logistics, budgets, timelines, suppliers and on-site coordination** to ensure seamless event delivery
- Developed and executed **multi-channel event communication campaigns** across social media, email and digital content
- Created event content and promotional materials to increase **event visibility, audience engagement and attendance**
- Collaborated with **Marketing, Sales and Product teams** to align event strategy and communications with business objectives
- Coordinated internal stakeholders and external partners throughout the event lifecycle, from planning through to execution
- Supported team onboarding and contributed to improving processes across event and communication projects

Digital Communications Assistant

Pimms Mediation

09/2023 – 11/2023

Lyon, France

- Developed and optimised **digital communication materials** to strengthen brand visibility and audience engagement
- Managed **email marketing campaigns and social media content**
- Ensured consistent brand messaging across digital communication channels

360° Communication Assistant

Pulsalys

09/2022 – 08/2023

Lyon, France

- Coordinated **internal and external events**, ensuring smooth execution and consistent brand messaging
- Developed and implemented **content strategies across social media and digital platforms**
- Produced newsletters, articles and website content supporting communication campaigns
- Assisted with **project management across multiple departments**, ensuring deadlines and deliverables were met
- Contributed to audience engagement and brand visibility through digital communication initiatives

Digital Communications Manager <i>L'atelier du Relieur</i> - Managed the organisation's digital presence across website and social media - Created visual and editorial content aligned with brand identity - Developed targeted digital campaigns to improve customer engagement - Maintained and optimised the organisation's WordPress website	10/2021 – 06/2022 Strasbourg, France
Communication and Sales Assistant <i>Ocordo Travaux</i> - Managed client relationships and business partner communications - Supported the execution of local marketing and advertising campaigns - Conducted field prospecting to support business development - Assisted with team coordination and administrative activities	10/2020 – 07/2021 Strasbourg, France
Marketing Assistant <i>Spiro</i> - Supported the development and execution of marketing campaigns across digital and print channels - Created content for social media, newsletters and promotional materials - Conducted market research and competitor analysis to support campaign targeting	03/2020 – 04/2020 Hoerdt, France
Event Assistant <i>Strass Events</i> - Supported the coordination and logistics of corporate and promotional events - Assisted with event setup and breakdown - Liaised with vendors and supported guest check-in and on-site operations	02/2020 – 02/2020 Hoenheim, France
Bartender/All Rounder <i>Australian Hospitality Venues</i> - Delivered high-volume bar and hospitality service in fast-paced Australian venues - Managed guest interactions while maintaining a strong focus on customer experience and service standards - Prepared cocktails, beverages and supported food and floor operations - Handled POS transactions, cash and payments accurately - Supported stock management, venue preparation and operational requirements - Worked efficiently during high-volume periods while maintaining professionalism and attention to detail - Gained practical experience in Australian hospitality operations and guest-facing event environments	2025 – Present Queensland & Victoria

EDUCATION

Master Communication, Advertising and Digital Strategy <i>INSEEC</i>	09/2022 – 08/2024 Lyon, France
Bachelor Multimedia Communications Manager <i>ESTUDIA</i>	09/2021 – 08/2022 Strasbourg, France
Diploma of Communications <i>IESA</i>	09/2020 – 08/2021 Strasbourg, France
Baccalaureat Technology Information Systems and Digital <i>ORT</i>	09/2016 – 08/2018 Strasbourg, France

CERTIFICATES

RSA (Responsible Service of Alcohol) | Food Handling Certificate

LANGUAGES

French — Native/Bilingual	English — Fluent C1
Spanish — Conversational A2-B1	

ADDITIONAL INFORMATION

Work Rights: Working Holiday Visa (subclass 417) — eligible to work in Australia
Long-term Opportunities: Open to discussing sponsorship opportunities
Driver's Licence: International Driver Licence