

Estefania Orcellet

Digital Communication Lead

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WE ARE WiN

Digital Communication Key Expected Results

Strengthen WiN Global's digital presence and brand consistency across all platforms, increasing member engagement and the visibility of its initiatives, while ensuring correct use of the corporate identity and consistent communication standards across WiN Global and its chapters.

Objectives

1.
Grow and diversify digital audience reach, prioritising social media and platforms most used by nuclear professionals, young talent and policy audiences.

2.
Strengthen brand consistency across chapters, developing and rolling out visual and editorial guidelines so WiN Global and its chapters communicate with a unified voice and identity.

3.
Support flagship events through digital amplification, designing and executing digital plans for the Annual Conference, Regional Events, Webinars and Awards: pre-event promotion, live coverage, post-event reporting.

Digital Communication Lead

What inspires you to be part of WiN Global?

What inspires me is being part of changing an industry that has long been led by men. I love bringing visibility to the women already leading in nuclear science and technology, sharing their stories so others can see themselves reflected. Every day is another day of learning and resilience — learning from incredible women, and discovering new ways to communicate, new stories and new ways of seeing the world.

Professional Profile

Expertise area: Visual Communication of Science and Technology

Estefania is a graphic designer and science and technology communication specialist with 14+ years' experience in the nuclear sector. Based at the National Atomic Energy Commission of the Argentine Republic since 2012, she creates visual content and strategic communications for institutional, national and international audiences. She has also been an IAEA consultant since 2024, producing e-learning on Disused Sealed Radioactive Sources management. Since 2020, she actively

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participates in WiN Global's digital communications, driving visibility for women in nuclear science. Trained in Social Media and UX Design, she turns complex topics into engaging, trustworthy narratives.

Get to know Estefania

Chapter

WiN Argentina.

Organization

National Atomic Energy Commission of the Argentine Republic.

A woman you admire and why

As an Argentine woman, I admire Eva Perón for transforming our role and defying the era's power structures. Through the 1947 Women's Suffrage Law, Evita didn't just give us the vote; she drove us to be active political protagonists. Her genuine care for the working classes replaced charity with concrete rights. Crucially, this was matched by her status as an international fashion icon, famously adopting Christian Dior haute couture as a symbol of dignity for her people.

How would you describe yourself in three words

Creative, empathetic, fun.

Favourite food

Pasta with pesto.

Favourite song, band or singer

"Radio Gaga" by Queen.

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