

Coordonnées

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

Principales compétences

Marketing Copy
Product Launch
Inbound Marketing

Languages

French (Native or Bilingual)
English (Full Professional)
Spanish (Professional Working)
Chinese (Elementary)

Certifications

Diversity & Inclusion Strategies
Wave Desktop Exploration
Artificial Intelligence Basics
Salesforce Success Model
Salesforce Einstein Features

Honors-Awards

Prix CREA-IUT National

Maëlle LAVENANT

Global Senior Product Marketing Manager | B2B & SaaS Marketing | Integrated & Growth Strategies
Greater London, England, United Kingdom

Résumé

Passionate about driving impactful marketing strategies, I specialize in product marketing, demand generation, and integrated campaigns that accelerate pipeline growth. With a track record of launching products, shaping industry messaging, and enabling high-performing teams, I thrive in fast-paced, global environments.

At Salesforce, I have successfully:

- Launched an industry cloud in EMEA, expanding Salesforce's presence in the market
- Led global messaging strategies, defining market, segment, and persona-based positioning.
- Developed integrated marketing campaigns, leveraging content, events, digital, and sales enablement to drive double-digit pipeline growth.
- Managed large-scale events, generating multi-million-dollar pipeline impact.

Always eager to explore digital marketing, website strategy, and innovative storytelling, I strive to deliver impactful marketing initiatives while fostering collaboration across teams.

Specialties:

[Product Marketing] Market Intelligence, Messaging, Content Strategy, Sales Enablement

[Campaigns] Demand Gen, Digital & Social Strategy, Customer Journey, Event Marketing

[Leadership] Stakeholder Management, Cross-functional Collaboration, Project Execution

Let's connect and chat about all things marketing, storytelling, and go-to-market strategy!

Expérience

Salesforce

8 ans 2 mois

GLOBAL Senior Product Marketing Manager, Higher Ed

août 2020 - Present (5 ans 1 mois)

London, England, United Kingdom

Created integrated marketing campaigns for Education Cloud incorporating input from sales, product, and field marketing teams

>> Contributed to a year-over-year increase of over 50% in the marketing pipeline

Directed the development of marketing assets/collaterals

>> Released whitepapers, reports, demos, customer stories, & product decks

Developed Salesforce for education positioning for new markets, segments, and personas.

>> Built sales plays and enabled a distribution team of 40 members.

Organised events, overseeing content programming, session development, sponsors/speakers' relations, and promotion. >> Generated up to 6.5M pipe in the room per event

EMEA Product Marketing Manager

août 2018 - août 2020 (2 ans 1 mois)

London Area, United Kingdom

Launched Salesforce for Student Success products in Europe.

Grew Salesforce's footprint in European business schools.

Enhanced Salesforce brand awareness in 4 strategic markets.

Led customer marketing initiatives: stories, event and media features.

EMEA Marketing Manager

juillet 2017 - juillet 2018 (1 an 1 mois)

London, United Kingdom

Project Management: Aggregate the EMEA product Marketing virtual board and supervise the weekly status meeting | Facilitate our team job by designing project trackers. Enablement: Build & deliver

Sales enablement materials for Quip | Advocate demand generation & product marketing best practices across EMEA (webinars, cheat sheet, workshops).

Product marketing: Spearhead 6 solutions EMEA marketing internal newsletters, Ignite Quip growth in EMEA by channelling down HQ vision | Align Product Marketing initiatives with EMEA Sales priorities and run outside of the box initiatives

Campaigns & Operations: Provide bi-weekly pipeline analysis to the sales leadership team | Streamline campaigns creation for EMEA and enable marketers to use it to its great extent.

Events: Design great presentations & demos for European events, Organise the 4 days annual EMEA reward for Account Managers.

Thought-leadership: Developed a top of funnel offer with the Economist to fill gaps in the customers' journey and engage Executive

Salesforce

Demand Generation Manager Associate

janvier 2016 - janvier 2017 (1 an 1 mois)

Région de la baie de San Francisco, États-Unis

Demand Generation

- Collaborate with the marketing and sales teams to deliver integrated marketing campaigns that build awareness, create pipeline and drive revenue growth.
- Carry out the promotion of traditional events and webinars in collaboration with the marketing teams (product, social, digital, email, partner, website)
- Activate campaigns data with tailored and time-bounded follow-up

Audience Marketing

- Develop customer journey to foster upsell and cross-sell scenarios.
- Nurture customer & prospect interest through email and mobile marketing and paid social media.

Reporting

- Create KPIs dashboards to measure the marketing effectiveness of the program across all channels.
- Utilize CRM data to identify sales opportunities in the market segments .

Sales Enablement

- Provide weekly updates on marketing activities and support sales reps with the content, training and analytics they need to have more successful sales conversations

Project Management

- Formalize processes with intelligent and collaborative workback schedules to streamline campaign execution

Microsoft

Junior Product Marketing Manager

août 2014 - novembre 2015 (1 an 4 mois)

Issy Val de Seine

Content Marketing

- Develop assets that position Windows in the B2B world and differentiate Windows 10 from others in the market (infographics, website copy, newsletters).
- Create product messaging and storytelling for the different line of business and personas.
- Ensure a drumbeat of marketing activities prior and after the launch of Windows 10.

Digital Marketing

- Listen & monitor our social reputation in collaboration with the social media managers by providing adequate type of content that works best for each platform.
- Optimize and update the B2B section of our website by improving user experience, by implementing SEO best practices and by introducing enticing content.

Event

- Organize training days for partners, thematic VIP parties for customers, trade shows, and meetings with the press.
- Orchestrate the overall event promotion and follow-up.

Sales Enablement

- Communicate the value of new products to the sales team and develop sales tools that facilitate the selling process (innovative training support, demos, sales pitches, point of sales advertising).

Market Analysis

- Analyze the health of the business and keep the teams up-to-date in order to react when appropriate.
- Provide monthly competitive intelligence retrospectives.
- Gain insight into customers' needs and experiences digesting and monthly user benchmarks.

UHU GmbH &Co KG

Assistant Product Marketing Manager

août 2013 - juillet 2014 (1 an)

Courbevoie

Core mission : Penetrating French DIY market with UHU glues

Market Analysis :

- competitive intelligence, customers segmentation, sell-in and sell-out analysis

Operational Marketing :

- online presence management, promotional strategy monitoring, campaign materials development, performance reporting

Groupe Sup de Co Montpellier

Project Manager

mai 2012 - juillet 2012 (3 mois)

Core mission : Supervising relationships with hotel partners

Ouest-France

Product Marketing Assistant

mai 2011 - août 2011 (4 mois)

Core mission : Marketing and Promoting the Newspaper

Sales analysis and Point-of-sales advertsing development

Monitoring a BtoB newsletter for resellers

Writing sales pitches

ADRIA Developement

Project Manager Assistant

avril 2010 - juin 2010 (3 mois)

Core mission : Organizing a public fair's participation

Project management :

- budgeting, stand designing, entertainment programming, advertising materials development

Cafés Coïc

Sales Assistant

juin 2009 - juin 2009 (1 mois)

Creating and Managing Database

Phone Prospecting

Formation

Ecole supérieure de Commerce de Montpellier

Master's degree, Grande Ecole de Commerce · (2011 - 2015)

Yunnan University of Finance and Economics

Bachelor's degree, International Business · (2012 - 2013)

Ecole supérieure de Commerce de Montpellier

Bachelor's degree, Innovation Management · (2011 - 2012)

Institut de Gestion de Rennes

Bachelor's degree, Business Administration and Management,
General · (2010 - 2011)

IUT de Quimper

Bachelor of Technology (B.Tech.), Marketing/Marketing Management,
General · (2008 - 2010)