

CLÉMENCE DE LA BRETONNERIE



I would highly recommend Clémence to any company looking for someone **reliable, motivated** and curious of **all things data related**.

Julie Candelon
Former VP Marketing at Scalify



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SKILLS

Project Mgmt **Marketing Ops**
Agile Methodology & Tools Salesforce, Marketo, Mautic

Data Analytics **Business Dev.**
Google Analytics, Report. Tools Communities Mgmt

Web Technologies **Strategy**
HTML & CSS

LANGUAGES

French : Native
English : Bilingual
Spanish : Professional proficiency

EXPERIENCE

- Professional

Volunteering

May '17 - Today
2+ years

Marketing & Project Manager, Scalify **San Francisco, US**

 - Manage marketing operations and balance usage of various tools (Salesforce, Marketo and Mautic) to optimize efficiency / cost.
 - Led and implemented a Marketing tool migration resulting on \$100k+ yearly cost savings.
 - Design smart processes to support sales and maximize potential revenue.
 - Report metrics to execs on key activities to measure performance and business impact.
 - Created the company global GDPR compliance plan over thousands of contacts and leads.
 - Act as a Scrum master of a 10-people team and advocate agile methodology to increase team's efficiency and focus.

Jun - Dec '16
6 months

Marketing Intern, inWebo Technologies **San Francisco, US**

- Designed and launched a marketing strategy for a premier English-speaking target.
- Boosted website traffic by 70% by developing website pages, SEO/marketing campaigns.
- Defined data-based business solutions using Google Analytics' engagement metrics.
- Created marketing content (promotional video, advertisements, blog, newsletters...).

May '15
3 weeks

Team Manager, Roland Garros French Open **Paris, FR**

- Led a team of 10 hosts and managed teamwork preparation sessions and schedules.
- Provided 425 000 attendants guidance to optimize the fluidity of the event.
- Demonstrated problem-solving skills by handling clients complaints and questions.

Sep '13 - Jun '15
2 years

Board of Directors, Why Not? 25-student Organization **Reims, FR**

- Prepared 60+ social events to raise money to finance a school in Burkina Faso.
- Donated \$7600+ to Graine de Joie, a humanitarian association of Air France-KLM.
- Developed partnerships with local charities to collect goods and support people in need.

Jun - Dec '14
6 months

Marketing and Project Manager Intern, ChôYou **Paris, FR**

- Organized 50+ events for high profile IT customers such as Salesforce.com, SAP, VMware.
- Prepared venues, seminar activities and projects based on client strategies and needs.
- Edited a business guide distributed to 50+ French executives during the 2014 Oracle Innovation Tour in San Francisco.
- Animated a story board to help the graphic studio to design a video for Oracle.

EXPERIENCE MAP

- Study
- Work
- Social Responsibility
- Leisure



INTERESTS

- Tennis
- Climbing
- Surf & Swim
- Travel
- Reading
- Piano

EDUCATION

- Sep '15 - May '17
2 years

Northeastern University, D'Amore-McKim School of Business **Boston, US**

Bachelor of Science Degree in International Business, Marketing
Dual degree with NEOMA Business School (IPBS partnership)
Activities: Northeastern Marketing Association (NUMA), Entrepreneurs Club
- Sep '13 - May '15
2 years

NEOMA Business School, CESEM **Reims, FR**

Bachelor of Science Degree in Business Administration, European Business
Activities: Why Not? Organization, Extreme Sports Organization