



clemencedlb.me

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Let's meet!

WORK EXPERIENCE

- Present I am a **dynamic tech professional** with 7+ years in B2B/B2G, passionate about climate technologies. Proven success driving growth through impactful campaigns, product launches & strategic partnerships.
- May'22 - Dec'23 1 yr 7 mos **Demand Gen Manager, Clarity Movement** San Francisco, USA
I executed multi-channel marketing campaigns, implemented sales enablement strategies, & established thought leadership to support Clarity's mission to fight the global air pollution crisis.
- Led demand gen campaigns resulting in a \$1.7 to \$4.5m YoY marketing pipeline growth (177% increase)
- Revamped website design, optimized content & enhanced UX driving a 91% YoY organic traffic growth
- Improved sales process & lead follow-up efficiency leading to a 1.5x sales cycle duration reduction
- Nov'21 - May'22 6 mos **Strategic Growth Manager, United Planet NGO** Remote
Reporting to the President, I implemented strategic marketing initiatives to increase program enrollment, revenue generation, community engagement, partnerships development and fundraising.
- May '17- Nov'21 4 yrs 8 mos **Senior Marketing & Project Manager, Scality** San Francisco, USA
Reporting to the Chief Marketing Officer, I was responsible for all marketing operations, performance metrics analysis, project management, and sales and marketing teams alignment.
- Delivered 150+ projects on-time and within budget that surpassed our yearly marketing objectives
- Built key metrics reports with recommendations enabling leadership to make data driven decisions
- Led 2 major CRM tool migrations delivering \$100k+ cost savings and replacing external consultant
- Implemented company's GDPR compliance plan over complex databases with thousands of contacts
- Advocated agile methodology within a global team resulting in increased team's efficiency and focus
- Nov'21 - May'22 6 mos **Marketing & CEO Assistant, inWebo Technologies** San Francisco, USA
Supported the CEO to expand the business in a new US market and lead global marketing initiatives.

EDUCATION

- Sep '13- June '17 4 yrs **Dual Bachelor of Science degrees from Northeastern University (US) & NEOMA Business School (FR)**
Specialized in International Business with a Marketing Major from D'Amore-McKim School of Business, Northeastern University, and in Business Administration and European Business from CESEM, NEOMA, earning a place on the Dean's List in 2017

VOLUNTEERING

- Oct'19 - Now 5 yrs **Member & Mentee, Women in CleanTech and Sustainability**
Enrolled in a mentorship program supporting women in advancing their career in sustainability
- Mar - Sep '21 6 mos **Business Development Advisor, SUPER NGO**
Developed strategic partnerships & initiatives advancing their mission to eradicate single-use plastic
- Aug - Dec '19 1 yr **Trek Team Participant, buildOn & Salesforce** Malawi
Fundraised \$50,000 and launched construction of a 250 students school alongside the local community

SKILLS & INTERESTS

Growth Hacking

Design
Figma, Photoshop

Self-starter

Changemaker mindset

CRM Operations

Hubspot, Salesforce, Marketo

Web Technologies
Webflow, Wordpress, HTML

French (native)

Data Analytics

Tableau, Google Analytics

Business Development
Strategic partnership development

Fluent in English & Spanish

Project Management

Product Marketing

Outdoors enthusiast
Kitesurf, surf, skiing, climbing

Learn more

