

# CLÉMENCE DE LA BRETONNERIE



I am **confident** that Clémence's wide skill set and **determination to solve society's problems** would make her a **great addition** to any organization.



Sara Prochasson

Board member at Women in CleanTech & Sustainability & Sr Product Manager at AutoGrid

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LET'S MEET

## WORK EXPERIENCE



*I am a change-maker with a passion for finding long term sustainable solutions for our world*

### Senior Marketing & Project Manager, Scalify

*Reporting to the Sales Chief of Staff, I am responsible for all marketing operations, performance metrics analysis, project management and sales & marketing teams alignment*

- Promoted to Senior Marketing Manager in September 2020
- 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

### Marketing & CEO Assistant, inWebo Technologies

*Supported the CEO to expand the business in a new US market and lead global marketing initiatives*

- Rebranded the website and implemented SEO strategy that boosted overall traffic by 70%
- Optimized lead generation & pipeline conversions by launching US based marketing campaigns

### Team Leader, Roland Garros French Open

*Managed a 10-host team during the 450k visitors event ensuring a successful customer experience*

### Marketing & Project Manager Intern, ChoYou

*Planned & budgeted ongoing events for B2B customers meeting their needs and expectations*

- Created a business guide for 50+ French executives during the 2014 Oracle Innovation Tour in SF
- Organized 60+ events for high profile IT customers such as Salesforce, SAP, VMware, Oracle

## VOLUNTEERING



### Business Development Advisor, Calwave

*Supporting organization by developing strategies to increase brand awareness & investors reach*



### Member & Mentee, Women in CleanTech and Sustainability

*Enrolled in a 3-month mentorship program supporting women in advancing their career in sustainability*

- Gaining industry knowledge by participating in weekly events, networking with experts and peers



### Trek Team Participant, buildOn & Salesforce

*Financed and kickstarted the construction of a 250 students school alongside the local community*

- Fundraised \$50,000 & created data collection prototype gathering data in disconnected remote areas



### Board of Directors, Why Not? Student organization

*Hosted 60+ social events for 20,000 students and donated \$8,000 to local nonprofit organizations*

## EDUCATION



### Dual degree from Northeastern University (USA) & NEOMA Business School (France)

*Bachelor of Science Degree in International Business from D'Amore-McKim School of Business, Northeastern University - Dean's List 2017 - Activities: Entrepreneurs Club*

*Bachelor of Science Degree in Business Administration and European Business from CESEM, NEOMA Business School - Activities: Why Not? Organization, Extreme Sports Organization*

## SKILLS & INTERESTS

### Project Management

*Agile Methodology & PM tools*

### Marketing Operations

*Salesforce, Marketo, Mautic*

### Team Player

### Data Analytics

*Tableau, Google Analytics*

### Fundraising

### Business Development

*Strategic partnership development*

French : Native

English : Fluent

Spanish : Fluent

Sustainability

Volunteering

Piano

Climbing

Kitesurf

Tennis

### Design

*Figma, Photoshop*

### Web Technologies

*HTML & CSS*

### Self-starter

*Changemaker mindset*