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 Scality

clemencedlb.me

clemencedlb

cdelabretonnerie@gmail.com

+1 857 333 6244

177 Pfeiffer St, #11
San Francisco, 94133 CA

SKILLS

Project Mgmt
Agile Methodology & Tools

Marketing Ops
Salesforce, Marketo, Mautic

Data Analytics
Google Analytics, Report. Tools

Business Dev.
Communities Mgmt

Web Technologies
HTML & CSS

Strategy

LANGUAGES

French : Native

English : Bilingual

Spanish : Professional proficiency

EXPERIENCE

● Professional Volunteering

Today — *As you read these lines, I've probably led new initiatives to find sustainable solutions to the global challenges our society is facing.*

Aug '19 - Today (3 months) — **Trek Team Leader**, buildOn & Salesforce — **Chipoza, Malawi**
- Fundraising $50,000 to build a primary school serving 200 students & local adults in Kasungu.
- Joining a team to go on site for the construction start & test a data collection prototype.

May '17 - Today (2+ years) — **Marketing & Project Manager**, Scality — **San Francisco, US**
- Act as a Scrum master of a 10-people team and advocate agile methodology to increase team's efficiency and focus.
- 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.
- 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.

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.

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 $7,600+ 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 for 50+ French executives at 2014 Oracle Innovation Tour in SF.

EXPERIENCE MAP

- Study
- Work
- Social Responsibility
- Leisure

INTERESTS

- Tennis
- Climbing
- Sustainability
- Piano
- Reading
- Travel

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