

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 & Events Committee Co-chair at Women in CleanTech & Sustainability
Senior Product Manager at AutoGrid



BOOK A MEETING WITH ME!



clemencedlb.me



clemencedlb



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1222 42nd ave
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SKILLS

Project Management

Agile Methodology & PM tools

Marketing Operations

Salesforce, Marketo, Mautic

Data Analytics

Google Analytics, Reporting Tools

Business Development

Strategic partnership development

Fundraising

act.buildon.org

Web Technologies

HTML & CSS

LANGUAGES

French : Native

English : Fluent

Spanish : Fluent

EXPERIENCE

● Professional



Education



Volunteering

Present



I am leading initiatives to find sustainable solutions to our society's global challenges.

May '17 - Present
3+ years

Senior Marketing & Project Manager, Scalify

San Francisco, US

- Advocate agile methodology for a distributed team to increase team's efficiency and focus.
- Identify and build key metrics reports for the executives to make data driven decisions.
- Manage marketing operations over multiple tools (Salesforce Pardot, Marketo and, Mautic) to optimize efficiency over cost and increase marketing and sales pipelines.
- Create marketing communications to drive lead generation (lead scoring, nurture emails, ads)
- ✳ Led a marketing tool migration project on time resulting on \$100k+ yearly cost savings.
- ✳ Designed smart processes to support sales and maximized potential revenue.
- ✳ Created the company's global GDPR compliance plan over thousands of contacts and leads.
- ✳ Delivered projects on budget and time resulting in surpassing our marketing yearly goals.

Sep '20 - Present
6 months

Business Development Assistant, CalWave

Remote

- Support the CEO by defining a strategic action plan to reach out to potential investors.
- Develop sales ad marketing content to increase company's long-term value and product awareness.

Oct '19 - Present
1+ year

Member & Mentee, Women in CleanTech and Sustainability

San Francisco, US

- Enrolled in a 3-month Mentorship program supporting women in advancing their career
- Participate in weekly digital events and network with industry experts and peers.
- Contribute to furthering the roles of women in growing the green economy.

Aug '19 - Dec '19
5 months

Trek Team Participant, buildOn & Salesforce

Chipozza, Malawi

- Joined a team of volunteers to launch the school's construction alongside the local community.
- Elaborated a data collection prototype to gather data in remote areas without connectivity.
- ✳ Fundraised 15% of our \$50,000 team goal to build a primary school serving 200 students.

Jun - Dec '16
6 months

Marketing & CEO Assistant, inWebo Technologies

San Francisco, US

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

May '15
1 month

Team Manager, Roland Garros French Open

Paris, FR

- Led a team of 10 hosts and managed teamwork preparation sessions and schedules.
- Optimized the event fluidity by providing guidance to 425,000 attendants.

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.
- ✳ Raised and donated \$7,600+ to Graine de Joie, an Air France-KLM nonprofit organization.

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.
- Edited a business guide for 50+ French executives at the 2014 Oracle Innovation Tour in SF.

EXPERIENCE MAP



Study



Work



Social Responsibility



Leisure



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
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

INTERESTS



Sustainability



Climbing



Reading



Kitesurf



Piano



Tennis