

# 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



cdelabretonnerie@gmail.com



+1 857 333 6244



1222 42nd ave  
San Francisco, 94122 CA

## 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
- 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**

Chipoza, 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



## INTERESTS



Sustainability



Climbing



Reading



Kitesurf



Piano



Tennis

## 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