






CLÉMENCE DE LA BRETONNERIE

Creative mind with strong marketing and analytical skills leading **sustainable initiatives** to help us achieve the UN's Sustainable Development Goals.

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SKILLS

Project Mgmt Marketing Ops

Agile Methodology & Tools Salesforce, Marketo, Mautic

Data Analytics Business Dev.

Google Analytics, Report. Tools Communities Mgmt

Web Technologies Strategy

HTML & CSS

IMPACT AREAS

Sustainability

Reducing our impact on the planet.

Social Responsibility

Acting for an equitable society.

UN's SDGs

Learn more at globalgoals.org

NON-PROFITS

buildOn


Funded \$50k for their new primary school in Malawi.

Women in Cleantech & Sustainability

Member & attending events since 2019

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

Chipozza, Malawi

Participating in a volunteer project to build a school in one of Africa's poorest countries, Malawi, to offer the gift of education to underprivileged children. Joining a team of 15 volunteers in late October 2019 to go on-site and build the next buildOn primary school in the Kasungu region, which will end up serving more than 200 local students.

Successfully fundraised 15% (\$6,000) of the total team goal in less than a month, through various communication campaigns from social media outreach to internal company presentations. We also developed a set of rewards to incentivize more donations.

The project does not only consists of building a school but also maintaining it while educating the local community, therefore improving their lives for the long term. We're also conducting an adult literacy program to help them run a business to finance the school costs across many years. Furthermore, we'll be testing a prototype using the Salesforce Platform for Change to collect data about the community, the school, and students. Note that it's a major struggle to collect data in the field for nonprofits in disconnected areas; it's still mostly done with pen and paper. We'll be sharing of our findings with the government of Malawi, with whom we're collaborating.

The first trek will kick-off the school construction with a groundbreaking ceremony. We will also test the Platform for Change prototype. We will then go to the Chipozza community and stay in local families' houses. The project will continue further with other treks scheduled for the following months to finish the school construction and to optimize the data collection prototype.

Learn more on my fundraiser page: <http://bit.ly/Malawi-clemence>

Sept '19 - Today
1 month



Member & Volunteer, Woven in Cleantech & Sustainability

San Francisco, US

Women in Cleantech and Sustainability (WCS) fosters an influential network of professionals to further the roles of women in growing the green economy and making a positive impact on the environment.

Volunteering and participating in the bi-weekly events they're hosting. The last event was about how to fight food waste in America. The VP of Operations from Imperfect Food gave us an interesting presentation about the challenges of food waste. She notably highlighted that 43% of the wasted food in the US is from households. There is a lack of education about food resulting in a lot of waste. She also mentioned that Hunger was not a production issue but a distribution issue.

Women in Cleantech and Sustainability (WCS) also offers a Mentoring program for women who are willing to pursue a career in CleanTech and Sustainability that I'll join in November. The mentors, women and men, have at least six years experience in the clean economy and wish to help advance a new generation of women in the field.

May '17 - Today
2+ years



Marketing & Project Manager, Scalify

San Francisco, US

My role as Scalify consists of 3 main aspects:

- Act as a project manager of a 10-people team to increase team's efficiency and focus. I've led the marketing team to shift to an agile methodology: our work is cadenced around 2 weeks sprints using a project management tool, Asana. The project management role consists of having visibility on ongoing projects across the team and support the members if there have any blockers by communicating with the right stakeholders.

- Creating weekly and monthly reports for the executive team about marketing performance using google analytics and other analytical tools. I try to highlight actionable insights to help them make data driven strategic decisions.

LANGUAGES

French : Native

English : Bilingual

Spanish : Professional proficiency

INTERESTS

 Sustainability  Reading

 Piano  Travel

EXPERIENCE MAP

 Study

 Work

 Social Responsibility

 Leisure

San Francisco

Boston

Paris

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

SPORTS

 Tennis

 Climbing

 Swimming

 Pétanque

- Manage marketing operations from defining the lead generation strategy to balancing the usage of various CRMs (Salesforce, Marketo and Mautic). I led and implemented a Marketing tool migration resulting on \$100k+ yearly cost savings and design smart processes to support sales and maximize potential revenue. In 2017, I created the company global GDPR compliance plan over thousands of contacts and leads.

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 trafic by 70% by developing website pages, SEO/marketing campaigns.
- Deined 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 luidity of the event.
- Demonstrated problem-solving skills by handling clients complaints and questions.

Sep '13 - Jun '15
2 years



Board of Directors, Why Not? 25-student Organization

Reims, FR

- Prepared 60+ social events to raise money to inance 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 distributed to 50+ French executives during the 2014 Oracle - Innovation Tour in San Francisco. - Animated a story board to help the graphic studio to design a video for Oracle.



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 Scalify

