



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 & Group Product Manager at Moxion Power

clemencedlb.me

clemencedlb

cdelabretonnerie@gmail.com

+1 857 333 6244

Let's meet!

WORK EXPERIENCE

Present		I am a dynamic tech professional with 7+ years in B2B/B2G, passionate about climate technologies. Proven success driving growth through impactful campaigns, product launches & strategic partnerships.	
May'22 - Dec'23 1 yr 7 mos		Demand Gen Manager, Clarity Movement I led comprehensive multi-channel marketing campaigns, implemented sales enablement strategies, and established thought leadership to support Clarity's mission to fight the global air pollution crisis - Executed end-to-end demand generation campaigns, resulting in a 35% increase in qualified leads - Spearheaded a website redesign that contributed to a yearly 80% increase in organic website traffic - Improved sales process & lead follow-up efficiency leading to a 15% reduction in sales cycle duration	San Francisco, USA
Nov'21 - May'22 6 mos		Strategic Growth Manager, United Planet Reporting to the President, I implemented strategic marketing initiatives to increase program enrollment, revenue generation, community engagement, partnerships development and fundraising	Remote
May '17- Nov'21 4 yrs 8 mos		Senior Marketing & Project Manager, Scality Reporting to the Chief Marketing Officer, I was responsible for all marketing operations, performance metrics analysis, project management and sales and marketing teams alignment - 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	San Francisco, USA
Nov'21 - May'22 6 mos		Marketing & CEO Assistant, inWebo Technologies Supported the CEO to expand the business in a new US market and lead global marketing initiatives	San Francisco, USA

EDUCATION

Sep '13- June '17 4 yrs		Dual Bachelor of Science degrees from Northeastern University (US) & NEOMA Business School (FR) Specialized in International Business with a Marketing Major from D'Amore-McKim School of Business, Northeastern University, and in Business Administration and European Business from CESEM, NEOMA, earning a place on the Dean's List in 2017
----------------------------	--	---

VOLUNTEERING

Oct'19 - Now 5 yrs		Member & Mentee, Women in CleanTech and Sustainability Enrolled in a mentorship program supporting women in advancing their career in sustainability
Aug - Dec '19 1 yr		Trek Team Participant, buildOn & Salesforce Fundraised \$50,000 and launched construction of a 250 students school alongside the local community Malawi
Sep '13 - Jun '15 2 yrs		Board of Directors, Why Not? Student organization Hosted 60+ social events for 20,000 students and donated \$8,000 to local nonprofit organizations

SKILLS & INTERESTS

Growth Hacking

Design
Figma, Photoshop

Self-starter

Changemaker mindset

CRM Operations

Hubspot, Salesforce, Marketo

French (native)

Data Analytics

Tableau, Google Analytics

Business Development

Strategic partnership development

Fluent in English & Spanish

Project Management

Product Marketing

Outdoors enthusiast
Kitesurf, surf, skiing, climbing

Learn more

