

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

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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.
- Sep '20 - Present **Business Development Assistant, CalWave** Remote
2 months
- 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.
- Sep '20 - Present **Member, Global Warming Mitigation Project** Remote
2 months
- Participate in weekly digital events and network with industry experts and peers.
- May '17 - Present ● **Senior Marketing & Project Manager, Scalify** San Francisco, US
3+ years
- 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.
- Oct '19 - Present **Member, Women in CleanTech and Sustainability** San Francisco, US
1 year
- Contribute to furthering the roles of women in growing the green economy.
- Aug '19 - Dec '19 **Trek Team Participant, buildOn & Salesforce** Chipozza, Malawi
5 months
- 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 ● **Marketing & CEO Assistant, inWebo Technologies** San Francisco, US
6 months
- 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 ● **Team Manager, Roland Garros French Open** Paris, FR
1 month
- 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 **Board of Directors, Why Not? 25-student Organization** Reims, FR
2 years
- 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 ● **Marketing and Project Manager Intern, ChôYou** Paris, FR
6 months
- 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 **Northeastern University, D'Amore-McKim School of Business** Boston, US
2 years
Bachelor of Science Degree in International Business, Marketing
Activities: Northeastern Marketing Association (NUMA), Entrepreneurs Club
- Sep '13 - May '15 **NEOMA Business School, CESEM** Reims, FR
2 years
Bachelor of Science Degree in Business Administration, European Business
Activities: Why Not? Organization, Extreme Sports Organization