# CLÉMENCE DE LA BRETONNERIE

**!!!** 

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 Scality



#### **SKILLS**

Project Mgmt Marketing Ops
Agile Methodology & Tools Salesforce, Marketo, Mautic

Data Analytics Google Analytics, Report. Tools Business Dev.
Communities Mgmt

Web Technologies

Strategy

#### **LANGUAGES**

French : Native

**English**: Bilingual

Spanish: Professional proficiency

#### **EXPERIENCE**

Professional

**W** Volunteering

May '17 - Today 2+ years Marketing & Project Manager, Scality

San Francisco, US

- Act as a Scrum master of a 10-people team and advocate agile methodology to increase team's efficiency and focus.
- Report metrics to execs on key activities to measure performance and business impact.
- Created the company global GDPR compliance plan over thousands of contacts and leads.
- Manage marketing operations and balance usage of various tools (Salesforce, Marketo and Mautic) to optimize efficiency / cost.
- Led and implemented a Marketing tool migration resulting on \$100k+ yearly cost savings.
- Design smart processes to support sales and maximize potential revenue.

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 traffic by 70% by developing website pages, SEO/marketing campaigns.
- Defined 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 fluidity 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
- Reillis, FR
- Prepared 60+ social events to raise money to finance a school in Burkina Faso. - Donated \$7600+ 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.

# **EXPERIENCE MAP**









Leisure



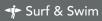




### **INTERESTS**







• Reading



Piano

## **EDUCATION**

Sep '15 - May '17 📦 2 years

 $\textbf{Northeastern University}, \ D'Amore-McKim \ School \ of \ Business$ 

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

