



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 **Demand Gen Manager**, Clarity Movement San Francisco, USA
1 yr 7 mos
I executed multi-channel marketing campaigns, implemented sales enablement strategies, & established thought leadership to support Clarity's mission to fight the global air pollution crisis.
- Led demand gen campaigns resulting in a \$1.7 to \$4.5m YoY marketing pipeline growth (177% increase)
- Revamped website design, optimized content & enhanced UX driving a 91% YoY organic traffic growth
- Improved sales process & lead follow-up efficiency leading to a 1.5x sales cycle duration reduction
- Nov'21 - May'22 **Strategic Growth Manager**, United Planet NGO Remote
6 mos
Reporting to the President, I implemented strategic marketing initiatives to increase program enrollment, revenue generation, community engagement, partnerships development and fundraising.
- May '17- Nov'21 **Senior Marketing & Project Manager**, Scalify San Francisco, USA
4 yrs 8 mos
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
- Nov'21 - May'22 **Marketing & CEO Assistant**, inWebo Technologies San Francisco, USA
6 mos
Supported the CEO to expand the business in a new US market and lead global marketing initiatives.

EDUCATION

- Sep '13- June '17 **Dual Bachelor of Science degrees from Northeastern University (US) & NEOMA Business School (FR)**
4 yrs
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 **Member & Mentee**, Women in CleanTech and Sustainability
5 yrs
Enrolled in a mentorship program supporting women in advancing their career in sustainability
- Mar - Sep '21 **Business Development Advisor**, SUPER NGO
6 mos
Developed strategic partnerships & initiatives advancing their mission to eradicate single-use plastic
- Aug - Dec '19 **Trek Team Participant**, buildOn & Salesforce Malawi
1 yr
Fundraised \$50,000 and launched construction of a 250 students school alongside the local community

SKILLS & INTERESTS

Growth Hacking

Design
Figma, Photoshop

Self-starter

Changemaker mindset

CRM Operations

Hubspot, Salesforce, Marketo

Web Technologies

Webflow, Wordpress, HTML

Data Analytics

Tableau, Google Analytics

Business Development

Strategic partnership development

Project Management

Product Marketing

Outdoors enthusiast

Kitesurf, surf, skiing, climbing

Learn more

