

CLÉMENCE DE LA BRETONNERIE

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SKILLS

Project Mgmt Marketing Ops

Agile Methodology & Tools Salesforce, Marketo, Mautic

Data Analytics

Google Analytics, Report. Tools

Business Dev.

Communities Mgmt

Web Technologies

HTML & CSS

Strategy

LANGUAGES

French : Native

English : Bilingual

Spanish : Professional proficiency

EXPERIENCE MAP

- Study
- Work
- Social Responsibility
- Leisure



INTERESTS

- Tennis
- Climbing
- Sustainability
- Piano
- Reading
- Travel

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



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		Trek Team Leader, buildOn & Salesforce Chipoza, Malawi - Fundraising \$50,000 to build a primary school serving 200 students & local adults in Kasungu. - Joining a team to go on site for the construction start & test a data collection prototype.
May '17 - Today		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		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. - Deined data-based business solutions using Google Analytics' engagement metrics. - Created marketing content (promotional video, advertisements, blog, newsletters...).
May '15		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.
Sep '13 - Jun '15		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		Marketing and Project Manager Intern, ChôYou Paris, FR - Organized 50+ events for high proile IT customers such as Salesforce.com, SAP, VMware. - Prepared venues, seminar activities and projects based on client strategies and needs. - Edited a business guide for 50+ French executives at 2014 Oracle Innovation Tour in SF.

EDUCATION

Sep '15 - May '17		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		NEOMA Business School, CESEM Reims, FR Bachelor of Science Degree in Business Administration, European Business Activities: Why Not? Organization, Extreme Sports Organization