

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 at Women in CleanTech & Sustainability & Director of Product Management at AutoGrid

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 LET'S MEET

WORK EXPERIENCE

Present		I am leading initiatives to find sustainable solutions to our society's global challenges
Nov'21 - Present	4 months	Strategic Growth Manager, United Planet  Remote Reporting to the President, I am driving strategic marketing initiatives to increase program enrollment, revenue generation, community engagement, partnerships development and fundraising
May '17- Nov'21	4.5 years	Senior Marketing & Project Manager, Scality  San Francisco, USA 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
Jun - Dec '16	6 months	Marketing & CEO Assistant, inWebo Technologies  San Francisco, USA Supported the CEO to expand the business in a new US market and lead global marketing initiatives - Rebranded the website and implemented SEO strategy that boosted overall traffic by 70%
May - Jun '15	2 months	Team Leader, Roland Garros French Open  Paris, FR Managed a 10-host team during the 450k visitors event ensuring a successful customer experience
Jun - Dec' 14	6 months	Marketing & Project Manager Intern, ChoYou  Paris, FR Planned and budgeted ongoing events for B2B customers meeting their needs and expectations - Organized 60+ events for high profile IT customers such as Salesforce, SAP, VMware, Oracle

VOLUNTEERING

Mar - Sep'21		Business Development Advisor, SUPER NGO Supported organization by developing strategies to increase brand awareness and prospect outreach
Oct'19 - Now		Member & Mentee, Women in CleanTech and Sustainability Enrolled in a 3-month mentorship program supporting women in advancing their career in sustainability
Aug - Dec '19		Trek Team Participant, buildOn & Salesforce Fundraised \$50,000 and kickstarted construction of a 250 students school alongside the local community
Sep '13 - Jun '15		Board of Directors, Why Not? Student organization Hosted 60+ social events for 20,000 students and donated \$8,000 to local nonprofit organizations

EDUCATION

Sep '13- June '17		Dual degree from Northeastern University (Boston, US) & NEOMA Business School (Reims, France) Bachelor of Science Degree in International Business from D'Amore-McKim School of Business, Northeastern University - Dean's List 2017 - Activities: Entrepreneurs Club, Why Not?, Extreme sports Bachelor of Science Degree in Business Administration and European Business from CESEM, NEOMA
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SKILLS & INTERESTS

Project Management
Agile Methodology & PM tools

Marketing Operations

Salesforce, Marketo, Mautic

Team Player

Data Analytics
Tableau, Google Analytics

Fundraising

Business Development
Strategic partnership development

Design
Figma, Photoshop

Web Technologies

HTML & CSS

Self-starter
Changemaker mindset

French : Native

English : Fluent

Spanish : Fluent

 Sustainability

 Climbing

 Volunteering

 Kitesurf

 Piano

 Tennis

 Surf