

ETIENNE BERTET

**SALESFORCE CRM
PROJECT MANAGEMENT OFFICER**



EDUCATION

**CONSULTANT CRM
PROJECT MANAGER**
2023 - Lyon Edumotiv

MASTER 2 SOCIOLOGY
2021 - Lyon 2 University

MASTER 2 BRAND STRATEGY
2020 - Lyon 2 University

HARD SKILLS

- Salesforce
 - Sales Cloud
 - Service Cloud
- Power BI
- HTML, CSS, PHP, JQuery, SQL
- WordPress + Elementor
- Microsoft 365
- Adobe Suite
- E-commerce
- Project Management
- Reception of needs
- Customer Relationships

SOFT SKILLS

- Public speaking
- Active Listening
- Non Violent Communication
- Storytelling

LANGUAGES

- French - Native
- English - Bilingual
- German - Professional
- Spanish - Professional

WORK EXPERIENCE

- **06/2023 - TODAY CRM SALESFORCE PROJECT MANAGER**
EKOVYA - LYON - 50 P. - 300K€
 - Set up a Sales Cloud solution connected to WordPress and SAP with a 160K€ budget
 - Managed a team of 8 Salesforce consultants
 - Wrote the Blueprint and the Data Architecture
 - Calculated the ROI and monitored costs control
- **03/2022 - 09/2022 FRANCE PRESS RELATIONS CONSULTANT**
GIVEDIRECTLY - REMOTE - 1000 P. - 300M\$
 - Developed a national media relations strategy targeting French-speaking top-tier media
 - Reached 250 journalists/month to cover 3 different projects worldwide
- **03/2020 - 08/2020 CORPORATE BRAND MANAGER
ASSISTANT INTERN**
IDKIDS GROUP - PARIS - 6000 P. - 16M€
 - Developed internal communications and monitored external media coverage
- **04/2019 - 06/2019 BRAND MANAGER ASSISTANT INTERN**
FLOWTOYS - SAN FRANCISCO - 12 P. - 3M\$
 - Produced brand content on social networks: videos, photos, and contests
- **06/2017 - 03/2019 ENTREPRENEUR E-COMMERCE**
MIMETIS - LYON - 2 P. - 30K€
 - Developed an e-commerce website and brand identity, managing logistics, retail, accounting

VOLUNTEERING

- **06/2022 - 06/2023 CLIMBING TEACHER
MOUNTAIN CLUB PRESIDENT**
CMED - DÉCINES - 50 PEOPLE
- **04/2022 - 07/2022 FRENCH TEACHER
FOR UKRAINIAN PEOPLE**
EDUMOTIV - LYON - 20 PEOPLE