

Francois Leclerc

francois.leclerc@email.com | +133-636-6592 | Tokyo, Japan

PROFESSIONAL SUMMARY

Accomplished Marketing Director with 12 years of progressive experience in Marketing. Demonstrated expertise in Product Marketing, Go-to-Market, Positioning with a strong track record of driving innovation and delivering measurable business results.

CORE COMPETENCIES

| | | |
|----------------------|-----------------|-------------|
| Product Marketing | Go-to-Market | Positioning |
| Competitive Analysis | Launch Strategy | |

PROFESSIONAL EXPERIENCE

Marketing Director | Microsoft

2018 - Present | Tokyo, Japan

- Spearheaded marketing initiatives that delivered 31% improvement in operational efficiency
- Led cross-functional teams of 11 professionals across multiple high-impact projects
- Architected and implemented Product Marketing solutions resulting in \$350K annual cost savings
- Established best practices and mentored 3 team members, improving overall team productivity by 34%

Marketing Director | Dropbox

2014 - 2018

- Developed and maintained go-to-market applications serving 15K+ users
- Collaborated with product and design teams to deliver 16 major feature releases
- Optimized system performance resulting in 46% reduction in response time

EDUCATION

Bachelor of Science in Communications

University of Helsinki | 2006

CERTIFICATIONS

- Salesforce Marketing Cloud
- Adobe Certified Expert
- Google Ads Certified

LANGUAGES

English | Japanese