



# ROXANNE JONCAS

MARKETING SPECIALIST

## CONTACT

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## LANGUAGES

ENGLISH (FLUENT)

FRENCH (FLUENT)

GERMAN (LEVEL B2)

## CAREER GOAL

Combine my knowledge, creativity, and relentless enthusiasm to make the world a better place, one project at a time.

## EXPERIENCE

### MARKETING SPECIALIST (CANADA & GERMANY)

ECLIPSE FOUNDATION | SEP 2012- AUG 2018

- Create marketing strategies and campaigns
- Edit monthly Eclipse Newsletter: 230 000 subscribers
- Manage conferences in North America and Europe: 700 attendees
- Lead annual Eclipse IoT developer challenge: [iot.eclipse.org](http://iot.eclipse.org)
- Forge and maintain relationships with Eclipse IoT members
- Conduct an the annual IoT Developer Survey
- Host bi-weekly webinars live on YouTube
- Create and manage content for the company websites
- Ensure consistency of Eclipse brands across all channels
- Promote open source technologies at third-party conferences
- Create case studies, data sheets, white papers, and presentations
- Maintain relationships with the press to amplify company messaging
- Grow company's online presence
- Manage an annual donation campaign
- Lead design process and manage contractors
- Maintain an IoT blog to connect with the community
- Lead interns and train new staff members

## EDUCATION

### BACHELOR OF COMMERCE DEGREE - MARKETING

UNIVERSITY OF OTTAWA | 2007 - 2011 | CUM LAUDE

## SKILLS

- |                           |                      |
|---------------------------|----------------------|
| • Copywriting             | • Project management |
| • Event planning          | • Market research    |
| • Marketing strategy      | • Data Analysis      |
| • Web content development | • Budget Management  |
| • Public speaking         | • Customer Relations |

## TOOLS

- Social Media: Twitter, YouTube, Facebook, LinkedIn, and others
- Data Analysis: Google Analytics, SurveyMonkey, SPSS Statistics
- Event Management: RegOnline, Eventbrite, Meetup
- Newsletter Management: MailChimp
- Programming Languages: HTML, PHP, CSS
- Programming Software: Eclipse IDE, Git, Gerrit
- Content Management Software: Hugo, Drupal, WordPress
- Image Manipulation: GIMP, Canva, Adobe Suite
- Other: GitHub, iMovie, Microsoft Suite, Open Office, Google Drive