

JM@rketiing

B2B Marketing at Your Fingertips

- ▶ <https://jmarketing.team/>
- ✉ hello@jmarketing.team
- 📞 (858) 722-5176

May 31, 2019

To whom it may concern,

As Scality former Marketing & Demand Gen VP, I've had the pleasure to hire and manage Clémence, first as an intern, then as a Marketing Operations Manager. I am confident that with her strong understanding of data management, thorough campaign analysis and reporting, and her ability to identify areas for process efficiency and improvement, Clemence will be a powerful asset to any marketing team.

Part of Clémence's responsibilities was to track and report on all things marketing and demand generation related. Over time she demonstrated creative problem-solving around data quality issues and solid analytical capabilities, making her an invaluable member to the team. She took initiatives and was able to present compelling, valuable and actionable recommendations from analyzing complex, large data sets. She consistently delivered high-quality work against tight deadlines.

She was also eager to go deeper with Analytics, Salesforce and Marketo to grow and take more on her plate in a challenging/fast-paced startup environment. She successfully took advantage of the technology and marketing automation systems that were available, showed great initiative and collaborating skills to ensure that marketing programs meet business objectives and also to identify areas where new investments could yield targeted ROI.

Over time, Clémence brilliantly went from a junior position to a high responsibility role, where she efficiently lead and implemented a marketing tool migration resulting on major cost savings, created the company global GDPR compliance plan over thousands of contacts, and much more.

I would highly recommend Clémence to any company looking for someone reliable, motivated and curious of all things data related. I'm happy to answer any questions regarding her candidature or past work.

Julie Candelon