



WORK EXPERIENCE

- Present I am a **dynamic tech professional** with 7+ years in B2B/B2G, passionate about climate technologies. Proven success driving growth through impactful campaigns, product launches & strategic partnerships.
- May'22 - Dec'23 San Francisco, USA
1 yr 7 mos
Demand Gen Manager, Clarity Movement
I executed multi-channel marketing campaigns, implemented sales enablement strategies, & established thought leadership to support Clarity's mission to fight the global air pollution crisis.
- Led demand gen campaigns resulting in a \$1.7 to \$4.5m YoY marketing pipeline growth (177% increase)
- Revamped website design, optimized content & enhanced UX driving a 91% YoY organic traffic growth
- Improved sales process & lead follow-up efficiency leading to a 1.5x sales cycle duration reduction
- Nov'21 - May'22 Remote
6 mos
Strategic Growth Manager, United Planet NGO
Reporting to the President, I implemented strategic marketing initiatives to increase program enrollment, revenue generation, community engagement, partnerships development and fundraising.
- May '17- Nov'21 San Francisco, USA
4 yrs 8 mos
Senior Marketing & Project Manager, Scalify
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 San Francisco, USA
6 mos
Marketing & CEO Assistant, inWebo Technologies
Supported the CEO to expand the business in a new US market and lead global marketing initiatives.

EDUCATION

- Sep '13- June '17 4 yrs
Dual Bachelor of Science degrees from Northeastern University (US) & NEOMA Business School (FR)
Specialized in International Business with a Marketing Major from D'Amore-McKim School of Business, Northeastern University, and in Business Administration and European Business from CESEM, NEOMA, earning a place on the Dean's List in 2017

VOLUNTEERING

- Oct'19 - Now 5 yrs
Member & Mentee, Women in CleanTech and Sustainability
Enrolled in a mentorship program supporting women in advancing their career in sustainability
- Mar - Sep '21 6 mos
Business Development Advisor, SUPER NGO
Developed strategic partnerships & initiatives advancing their mission to eradicate single-use plastic
- Aug - Dec '19 1 yr
Trek Team Participant, buildOn & Salesforce Malawi
Fundraised \$50,000 and launched construction of a 250 students school alongside the local community

SKILLS & INTERESTS

Growth Hacking

Design
Figma, Photoshop

Self-starter

Changemaker mindset

CRM Operations

Hubspot, Salesforce, Marketo

Web Technologies

Webflow, Wordpress, HTML

French (native)

Data Analytics

Tableau, Google Analytics

Business Development

Strategic partnership development

Fluent in English & Spanish

Project Management

Product Marketing

Learn more:

Outdoors enthusiast

Kitesurf, surf, skiing, climbing