

Adeline Javaudin



*Multi-faceted and creatively-oriented professional,
passionate about marketing, design and new technologies.*



PROFESSIONAL EXPERIENCE

Feb 2016 – Today

Marketing Manager

Synchron (Aftermarket Software Vendor | Paris, France)

- Plan and execute marketing programs to increase leads, build brand awareness and position the company as a leader
- Develop and execute lead generation programs around market segments, channels and solution offerings
- Develop automated lead distribution and management by leveraging CRM and other internal marketing applications
- Oversee the management and execution of events
- Create marketing content: whitepapers, press releases, emails, sales presentations, web copy and marketing collateral
- Develop marketing budget and provide ROI analysis
- Analyze market trends, maintain knowledge of industry, developments and best practices
- Work closely with sales teams to support their efforts
- Identify and track key metrics to evaluate results of marketing programs; communicate results with management and provide feedback for maximizing efforts

Feb 2011 – Feb 2016

Marketing Executive

IFS (ERP Software Vendor | Paris, France)

- Execute marketing strategies aligned with business objectives
- Manage and execute internal and external events
- Localize global campaigns and marketing collateral
- Report on marketing activities
- Digital marketing: email campaigns (Pardot), web copy, community management
- Creative communication and design: paper invitations, newsletters, adverts,...
- Document translation (English>French / French>English)
- CRM management



TECHNICAL SKILLS

- Adobe Creative Suite
- MS Pack Office
- CMS: Sitecore, Wordpress,...
- Google Analytics
- Axure RP
- Notions of HTML5/CSS3/JS/PHP
- System & Networks



EDUCATION

2015 Graduate Certificate in Multimedia Project Management

Areas of expertise: Functional,
Strategy, Web Management

2013 Quick Trainings

- Visual Communication (3 days)
- Web Design Basics (4 days)

2008 Master of American Literature & Civilization

Major: Translation

2007 Bachelor of Foreign Applied Languages

EN + ES combined with an
in-depth knowledge of the
business techniques in an inter-
national economic environment

Sept 2010 – Dec 2010

Customer Relation Assistant

Comexposium (Organizer of Trade Shows | Paris, France)

- Attend several B2C and B2B events
- Manage the exhibitors' files on site and off site
- Help with the implementation and the development of a Customer Web Platform
- Sales administration/high volume invoicing

May 2010 – Aug 2010

Marketing Assistant

Navitas English (English Language School | Sydney, Australia)

- Answer general queries by email and by phone
- Execute the company's rebranding project : Web content writing, responsible for the video shoot production,...
- Manage/Update the CRM database (Salesforce)
- Report on diverse activities

Oct 2009 – Feb 2009

Branch Manager

Work n Holiday (Services Organization | Brisbane, Australia)

- Travel and work consulting
- Customer service
- Administrative tasks

Feb 2008 – Sept 2009

Travel Consultant

Languages & Travel (Travel Agency | Versailles, France)

- Counselling customers (students/professionals/parents)
- Commercial projection and account management
- Selling travel packages
- 500K€ of turnover achieved in 2009

Feb 2007 – June 2007

Intern

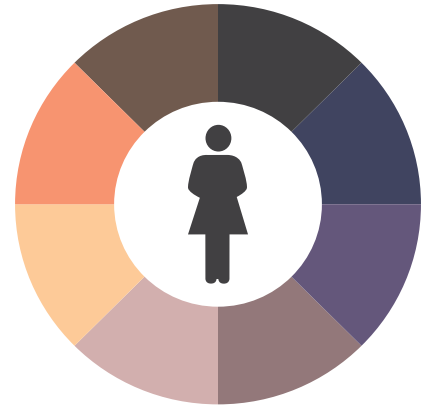
Still Pictures (Online Picture library | London, United Kingdom)

- Photograph archiving
- Digital work, photo uploads
- Accounting
- Customer care



SOFT SKILLS

- | | |
|----------------|-----------------|
| ■ Creative | ■ Polyvalent |
| ■ Proactive | ■ Collaborative |
| ■ Organized | ■ Flexible |
| ■ Enthusiastic | ■ Fast-learner |



REFEREES

Jérémy Jeanjean

Presales | IFS France
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Marion Lavergne-Chadefaux

Marketing Manager | IFS France
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Pascal Carré

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Mobile phone numbers on demand.



HOBBIES

Body Combat

Music & Concerts

Traveling

Photography

Design

Art

TV Series

Food & Wine