

Julie Bardin-
Jimenez

Multilingual & Multicultural Marketing Manager



37 years old - Driving License -
Paris France

CONTACT

✉ jjbardinjimenez@gmail.com

☎ 0666441716

EXPERIENCES

Field Marketing Manager, Southern Europe



Confluent - Since January 2018

- ▶ Founded by the team that built Apache Kafka®, Confluent builds a streaming platform that enables companies to easily access data as real-time streams.
- ▶ Marketing Planning and execution to develop lead & pipeline generation in Southern Europe
- ▶ Support of 11+ Sales executives
- ▶ 58+ campaigns led per year

Field Marketing Manager, Southern Europe

Zendesk - March 2017 to October 2017

- ▶ Zendesk builds software for better customer relationships. It empowers organisations to improve customer engagement and better understand their customers.
- ▶ Marketing Planning and execution to develop lead & pipeline generation in Southern Europe
- ▶ Support of 4 Sales executives
- ▶ 30 campaigns led per year

Marketing Manager

WorkIT Software - January 2016 to March 2017

- ▶ Trusted by the leading names of the industry, WorkIT Software provides leading competitive monitoring intelligence solutions, enabling brands, manufacturers and retailers to profitably manage channel issues and competitive situations.
- ▶ Support of 10+ Sales Executives
- ▶ Organisation of Internal & External Events
- ▶ Full revamp of the website

International Marketing Coordinator

eFront - December 2012 to September 2015

- ▶ Global Marketing Coordination for two business units: Alternative Investments & ERMCRM
- ▶ Operational Marketing for 6 products
- ▶ Organization of events worldwide
- ▶ Websites management
- ▶ Coordination with sales teams worldwide
- ▶ Lead Generation: campaign planification
- ▶ Press Relations Management
- ▶ Junior staff training and follow up

Junior Product Manager, Area Export & International Marketing Manager

Novomed Group - January 2010 to April 2012

- ▶ Promotion of four brands of products (Dermatology, Gynecology, Protection & dermocosmetics)
- ▶ Business development within an international area & Account Management of our local partners (distributors)
- ▶ • Training and Support of sales teams•
- ▶ Budget Management•
- ▶ Planning & Organization of all marketing operations
- ▶ Marketing documents conception (catalogues, e-mailings, fax mailings, website)
- ▶ Event organization (10 per year)
- ▶ Proposal and building of a fidelization project for our regular clients

Marketing Consultant

Cantab Marketing Services - April 2009 to January 2010

- ▶ Setting up integrated marketing campaigns for major IT companies such as Elsevier, Lexis Nexis, IBM, Oracle, etc.

ABOUT ME

Strengthened by a strong experience in field marketing management in highly innovative and international contexts, I have recently taken some time to achieve a personal skills assessment in order to give a new impetus to my career.

Dynamic and motivated, I thrive on projects or teams coordination. Curious and polyvalent, I am looking forward to help a human-sized company towards its success.

Skills :

- ▶ Collaborates efficiently with team members to complete projects
- ▶ Fluent in English, French, and Spanish
- ▶ Energetic self-motivated worker with proven organizational skills
- ▶ Thrives in a team environment but also self-motivated
- ▶ Capacity to handle multiple projects and priorities and to move in a multi-cultural environment (International profile with experience)
- ▶ International event planner with proven skills and track record in all aspects of meeting, tradeshow and conference management.
- ▶ Extensive strength and experience in team management, marketing, communication, project management and customer service
- ▶ Passionate about employee engagement



- ▶ Generation of high-quality information, leads and sales opportunities for the client.
- ▶ Junior staff training and quality control over ongoing campaigns
- ▶ Client Reporting

SKILLS

Languages

- ▶ English (UK)
- ▶ Spanish
- ▶ French
- ▶ Catalan

Tools

- ▶ Splash
- ▶ Marketo
- ▶ Salesforce

EDUCATION

Master Marketing, Communication & Sales Strategies

INSEEC

2007 to 2008

Bachelor of Business Administration

ESC TROYES

2003 to 2007

Bachelor European Business

UNIVERSITY OF LINCOLN

2005 to 2006