

INTRODUCTION

After 7 years working in the SAAS industry in UK, Belgium and France, helping ambitious start-up to develop their business, I took a break from the corporate world in order to volunteer with a non-profit: ClimbAID. Through rock climbing, ClimbAID brings joy and new perspectives to underprivileged youth in the Bekaa.

Today, I am not only convinced that this was one of the best decisions I ever made in my life. This incredible volunteering experience made me more mature, more ambitious, and a lot stronger than before. I am now leaving the volunteering work and ready to start a new corporate challenge. I am therefore looking for a position in Beirut.

I have a wide experience selling SAAS / AI platform for media monitoring management to communication/marketing directors, but also a very self-started and going-the-extra-mile attitude. My view on business development and account management is to be highly customer centric. I pride myself in my capacity to leverage conversations with any area of a market, and being a "bridge" between technical experts, and customers operational & managerial teams. I aim to build long term relationships with people and get my reward from their positive feedbacks. I am fluent in French, English and Spanish, and currently learning Arabic.

Should you want to know more about me, I'd be delighted to have a talk and provide you with references you can call to ask for feedback about my work.

Looking forward to hearing from you, I have added my resume here below. I thank you a lot for your attention and I wish you a lovely day.

Kindest,

Celine CAUDRON

28/03/1989

French

Caudron.celine@gmail.com

+33(0)658945135

+961 81 480 915

Hadath, Beirut

[linkedin.com/in/celine-caudron-36077919](https://www.linkedin.com/in/celine-caudron-36077919)

EXPERIENCE

April 2018 – February 2019

PROJECT MANAGER (VOLUNTARY) - CLIMBAID - LEBANON

ClimbAID is a young non-profit in Lebanon. Through rock climbing, we bring joy and movement to underprivileged youth in the Bekaa.

Responsibilities:

- On the ground: teaching climbing, finding new partners, coordinating the volunteer team, etc.
- Being part of the strategical team, I have helped to raise funds and to make contacts with media and journalists.

January 2017 - April 2018

ACCOUNT DIRECTOR / NEW BUSINESS - SIGNAL MEDIA LTD - LONDON

Signal is a SAAS company. They offer Media Monitoring in real-time, using AI to give business leaders the knowledge they need to make better and faster decisions.

Responsibilities:

I have been responsible for developing Signal's customers portfolio across UK, focusing on large businesses (transports, energy, banking, FMGC, etc). In a year, I finished being the 1st sales person in the company.

February 2014 – January 2017

SENIOR BUSINESS DEVELOPMENT MANAGER - LAUNCHMETRICS - PARIS / BRUSSELS - LONDON

Launchmetrics is a SAAS platform for communication professionals (marketing and PR).

Responsibilities:

I have been responsible for launching and selling the Launchmetrics platform into the UK & and Benelux markets. During the last 2 years I have consistently been in the top 3 of the sales team across Europe based on new business figures. As a result of my personal performance I was then promoted to the London office.

September 2012 - February 2014

BUSINESS DEVELOPER - ADSONWALL (digital agency) PARIS

Adsonwall is a web-marketing agency for digital and social marketing campaigns. Adsonwall was brought by Effilab in 2015 and then by the group Solocal in 2016.

Responsibilities:

Attract new customers for the agency using three methods; cold calls, fairs/forums (ecommerce forum, digital marketing forum, etc) and incoming leads. As a result of my work with Adsonwall, I was offered a job with their client Launchmetrics, which is where I worked for 3 years.

January 2012 - July 2012

NEW BUSINESS ASSISTANT (trainee) HAVAS MEDIA AGENCY - PRAGUE

Havas is one of the largest global advertising and communications groups in the world. I used to support Business Developers from any agency of the European network of Havas Agencies.

January 2011 - July 2011

ACCOUNT MANAGER JUNIOR (trainee) ADSONWALL - PARIS

(Please do see the description of the company above) I used to work with web/digital marketing departments from corporate companies.

EDUCATION & SKILLS**2011 Master International Marketing Management**

Toulouse Business School, France

2010 Master Marketing and Strategy Planning

Universidad La Salle, Mexico City

SKILLS

Business development

Account management & relationship building

Sales process (from cold calls to closing)

Salesforce, Pack Office, particularly excel and powerpoint

PPC (paid per click) Campaigns (Adwords, Bing, Google-Analytics, etc)

Fluent in English, French and Spanish. Good notions of German. Learning Lebanese Arabic

INTERESTS

Huge passion for Rock climbing. Anything outdoor as mountaineering, ice-climbing, ski-touring, hiking and wild camping. I run (half marathon 1'48"), occasionally play ultimate Frisbee, and one of my 2019 project is to get back to violin playing (I played for 10 years as a teenager, and sadly stopped).