



## PROFESSIONAL SKILLS

### **MARKETING MANAGEMENT SALES**

Strategic marketing | Business analysis | Trade Marketing | Category management | Communication  
Team management | Project management | Business process  
Strategy | B2B | B2C

## CERTIFICATIONS

**2011** **BBA. Bachelor of International Business Administration | Entrepreneurship Academic Major | GPA: 3,39**  
**2007** Certificate of Junior Negotiation  
**2004** AbiBac Economics & Social Sciences

## PROFESSIONAL EXPERIENCE & TRAINING

Jan 2015 to Mar 2016 **MANAGEMENT & MARKETING CONSULTANT**

**14 months** **CB.C | Consulting**

- Calls for bids management and development of company specific Technical memorandum
- Business process optimization & Business process tools implementation
- Website development
- Legal issues

Jul 2014 to Jan 2015 **CUSTOMER SUPPORT REPRESENTATIVE**

**7 months** **TomTom | Consumer electronics - Amsterdam, The Netherlands**

- Customer service: End user and retail support
- Assistance on technical & IT issues, troubleshooting
- Presales advice and Sales
- After-sales logistics

Sep 2013 to Apr 2014 **PROJECT MANAGER**

**8 months** **S.T.T.P. | Civil engineering - Lyon, France**

- Construction project management: Team management (up to 5 subordinates on-site)
- Strategy, budgets, logistics, organization, planning, execution
- Management of internal communication processes and tools
- Optimization of IT tools & processes, IT training & support

Aug 2011 to Aug 2013 **BUSINESS PROCESS CONSULTANT**

**24 months** **S.T.T.P. | Civil engineering - Lyon, France**

- Management & maintenance of computer equipment
- Optimization of IT tools & processes
- IT training & support Office & Mensura Light
- Management of internal communication processes & Graphic communication development
- Negotiations with suppliers: cost optimization strategy
- Office administration

Nov 2010 to Apr 2011 **TRADE MARKETING INTERN**

**6 months** **TomTom | Consumer electronics - Amsterdam, The Netherlands**

- EU navigation market (PNDs / In-dash / Mobile) analysis & EU PND category analysis
- Full PND category management project (Graduation thesis)
- EMEA business dashboards analysis & trade activation strategy
- Development of in-store merchandising & communication guidelines
- Intern induction program set-up for retail & mobile marketing department
- GFK data update & optimization
- POS master process optimization in JIRA
- POS master set-up, localization, process management
- Coordination, assistance & communication with EMEA marketing teams

Sept 2008 to Feb 2009 6 months	<b>CATEGORY MANAGEMENT INTERN</b> <b>PHILIPS   Consumer electronics - Amsterdam, The Netherlands</b> <ul style="list-style-type: none"> <li>• Trade presentation for Philips AVENT ISM approach &amp; guidelines</li> <li>• Category Management project for Philips AVENT mother &amp; childcare</li> <li>• Full category Management project for Philips kitchen appliances</li> <li>• Product classification &amp; shopper decision trees for Philips CL categories</li> <li>• Workshop development &amp; IRM conference on Spaceman Professional</li> <li>• Intern introduction, training on operational tasks and introduction manual development</li> <li>• Optimization of Excel business process tools</li> <li>• AC Nielsen training on Spacemen Professional ; Training Adobe Photoshop &amp; Packshot Creator</li> <li>• Planogramming activities: pictures, DTP tasks and measurements</li> <li>• Product database &amp; line-charts management, maintenance &amp; update</li> <li>• ISM communication, support &amp; assistance for EU business units</li> </ul>
Jul to Aug 2007 2 months	<b>OFFICE ADMINISTRATION INTERN</b> <b>Dr. Baedeker Kanzlei   Law practice - Freiburg-im-Breisgau, Germany</b> <ul style="list-style-type: none"> <li>• Administrative assistance</li> <li>• Personal assistance and reporting in conciliation hearings</li> <li>• Case reports and translations French, German, English</li> <li>• Introduction to European law</li> </ul>
Jun 2007 1 month	<b>COMMUNICATION INTERN</b> <b>Villas Paloma   Hospitality business - Las Terrenas, Dominican Republic</b> <ul style="list-style-type: none"> <li>• Online communication strategy for Villas Mariposa</li> <li>• Website translation to English for real-estate agency</li> <li>• Assistance in real-estate sales negotiations</li> <li>• B2B prospection in US</li> <li>• Customer relationship management</li> <li>• Team management: planning, logistics (up to 25 people in team)</li> <li>• Office administration</li> </ul>
Feb to May 2007 4 months	<b>E-MARKETING MANAGER ASSISTANT</b> <b>Plebicom   E-tail services - Lyon, France</b> <ul style="list-style-type: none"> <li>• B2B affiliate management, e-tailers promotion / B2C customer acquisition, e-marketing strategy</li> <li>• Business Intelligence : direct competition analysis &amp; recommendations</li> <li>• Positioning strategy upgrade and implementation : Enlargement of retail categories</li> <li>• Website ergonomic assessment : visuals &amp; processes update</li> <li>• Online consumer satisfaction survey design</li> <li>• Alexa analytics / Search-engine optimization</li> <li>• Website statistics : performance monitoring and traffic analysis</li> <li>• Website design &amp; ergonomics / Website real-time adjustments</li> </ul>
Jan to Feb 2006 4 months	<b>SALES &amp; MARKETING INTERN</b> <b>LAVROFF Organisation   Event management - Lyon, France</b> <ul style="list-style-type: none"> <li>• B2B : event/exhibition participant recruitment</li> <li>• B2C : event/exhibition promotion</li> <li>• Organization &amp; promotion of different events</li> <li>• Sales negotiations to export fashion contest to China</li> <li>• Phoning, mailing, e-mailing, door-to-door</li> <li>• Marketing material set-up &amp; translation</li> <li>• Press relation</li> <li>• Office administration</li> <li>• Event coordination</li> </ul>

## EDUCATION

<b>HES/HVA University of applied sciences</b>   IBMS International business management   NL	4 years
<b>IDRAC International school of management</b>   MME European marketing & management   FR	3 years
<b>ESB/CESEM European management school</b>   EBM European business management   DE	1 year
CSI High School   Cité Scolaire Internationale - German section   FR	2 years
DFG LFA High School   Deutsch-französisches Gymnasium   DE	2 years

## COMPUTER SKILLS

Advanced IT skills: Excel and PowerPoint wiz, word processing, spreadsheets, databases, graphics, presentations, multi-media, Internet, email, mailing, etc.

O.S.	Microsoft Office	Adobe CS6 Suite	Others
Windows 10	PowerPoint *****	Photoshop *****	Spaceman Professional *****
Windows 8, 8.1	Excel *****	Dreamweaver ***	Packshot Creator *****
Windows 7, 7 Pro	Access ***	InDesign **	GeoMensura **
Windows Vista	Word *****	Illustrator **	JIRA ***
Windows XP	OneNote **		SAP **
MAC OS X	Outlook ****		
	Works *****		

## LANGUAGE SKILLS

Assessment based on CEFR : Level C = Proficient user ; B = Independent user ; A = Basic user ; 2 > 1

		<i>Listening</i>	<i>Reading</i>	<i>Writing</i>	<i>Speaking</i>
<b>FRENCH</b>	Native language	<b>C2</b>	<b>C2</b>	<b>C2</b>	<b>C2</b>
<b>ENGLISH</b>	Full proficiency	<b>C1</b>	<b>C2</b>	<b>C1</b>	<b>C1</b>
<b>GERMAN</b>	Working proficiency	<b>C1</b>	<b>C1</b>	<b>B1</b>	<b>B2</b>
DUTCH	Limited proficiency	B1	B2	A2	A2
SPANISH	Elementary notions	A2	B1	A1	-

---

## PERSONAL INFORMATION

NATIONALITY	French
GENDER	Female
AGE	30 y.o.
DATE OF BIRTH	December 19th, 1985

MOBILITY	Amsterdam, Worldwide (ePassport 2022) International driving license B
----------	--

WORK PERMIT	BSN: 267234181
-------------	----------------

Tel	0031 6 26 52 50 99   0033 6 62 75 86 14
Email	<a href="mailto:ClioBeraldin@outlook.com">ClioBeraldin@outlook.com</a>

Website	<a href="http://clioberaldi4.wix.com/profile">http://clioberaldi4.wix.com/profile</a>
LinkedIn	<a href="https://www.linkedin.com/in/clio-beraldin-40b4ba15">https://www.linkedin.com/in/clio-beraldin-40b4ba15</a>
Viadeo	<a href="http://nl.viadeo.com/fr/profile/clio.beraldin">http://nl.viadeo.com/fr/profile/clio.beraldin</a>

