



LAETITIA BOIDEVAIX

Senior Marketing Professional

Dynamic Senior Marketing Professional with a background in Sales and Customer Service, consistently exceeding objectives in driving growth, brand visibility, and strategic partnerships for international brands and organizations. A tech-savvy leader who leverages interdisciplinary education, cross-cultural expertise, and fluency in multiple languages to help teams excel in diverse environments.

CONTACT

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Frankfurt am Main area, Germany
Open to relocation (Germany/France)

EDUCATION

2009-2012
Intercultural Management | PhD
Université Paris IV Dauphine, France

2003-2005
International Commerce & Marketing | MBA
Paris Graduate School of Management, France

1998-2003
Economy & Foreign Affairs | Double Bachelor
University of Virginia, USA

1993 - 1997
Business Law | Magister
Univ. Köln & Paris Sorbonne, Germany/France

1992-1995
Economy | Pre-Diploma
Rhein. Universität Bonn, Germany

CERTIFICATES

2020
Online Marketing Manager
Social Media Akademie

2018
Hospitality Management
MICE Master Certification, Cornell University

2002
Web Creation Certificate
University of Virginia

AREA OF EXPERTISE

- **Strategic Marketing & Sales:** Proficient in crafting and executing growth-focused strategies on- & offline
- **Intercultural Leadership & Team Development:** Adept at leading diverse teams of experts and boosting performance
- **Event Management:** Skilled in planning and managing media effective large-scale events, trade shows, and challenges
- **Financial Management:** Proven experience in budget management and ROI optimization
- **Crisis Management:** Ability to drive successful crisis communication and maintain customer loyalty in challenging environments

EXPERIENCE

02/2022-10/2024

Head of Marketing DACH

Monster | Online Job Board | Eschborn, Germany

- Stabilized sales and brand image in a challenging market environment by focusing on maintaining revenue and brand perception with limited resources, employing strategic prioritization and creative solutions, including Account-Based Marketing strategies and guerilla marketing tactics
- Achieved significant outcomes despite challenging conditions, with PR campaigns and B2B/B2C marketing initiatives yielding high open rates, solid event participation, and strong engagement in webinars
- Increased brand visibility through high-profile events, e.g., organizing the Monster Memberclub Challenge and participating at TradeShows on relevant industry conferences, such as Zukunft Personal, Talent Pro, Sticks and Stones
- Improved B2B and B2C online interaction and customer retention through PR activities and ABM-driven social media campaigns based on both video and image/text content as well as through developing newsletters and press relations

11/2020-01/2022

Sales Director Europe

Cerule | Food Supplements & Skin Care | Strasbourg, France

- Expanded European market presence through strategic new business development initiatives and market entry strategies
- Improved sales partners' business planning skills and sales performance by developing and implementing training programs
- Increased overall efficiency and effectiveness by coordinating with cross-functional teams to align marketing and sales strategies

03/2020-11/2020

VP Strategic Partnerships

Rohinni | Paper thin LED products | Frankfurt, Germany

- Catapulted the company's innovative market positioning and growth strategy by cultivating strategic partnerships
- Streamlined efficiency and effectiveness in operations by reorganizing the business development and sales team, including the introduction of direct sales as a new channel.

LANGUAGES

French | Native
English | Fluent
German | Fluent
Italian | Conversational
Spanish | Conversational
Arabic | Basic

SOFTWARE

Office Software

Microsoft Office
Salesforce CRM
SAP.

Design & Web Development

Proficient in Adobe Creative Suite
Canva
Ceros
HTML, CSS.

Data Analysis

Google Analytics
Power BI, Tableau
R, SQL, Python

INTERESTS

Video Gaming, AI & Technology Trends
Cultural Exploration & Global Travel
West Coast Swing & Ballroom Dancing
Horsemanship, Horseback Riding & Driving
Creative Crafting & Artistic Expression

07/2018-09/2019

Head of the German Branch

CTC Craft | Direct sales, Scrapbooking Supplies | Frankfurt, Germany

- Launched the company in Germany, achieving rapid market growth by recruiting and training the first 300 independent sales representative
- Created a compensation plan and secured affiliation to the Direct Selling Association

11/2013-07/2018

Market Development France

Stampin' Up! | Direct sales, Paper Crafting Supplies | Frankfurt, Germany

- Significantly expanded the French market, enhancing brand recognition by leading sales, communication, and PR strategies and organizing and leading large conferences
- Developed and implemented training for over 1800 sales reps, greatly improving performance, capabilities and engagement

09/2010-11/2013

Marketing Project Manager

Standard & Poors | Rating Agency | Paris, France

- Analyzed market data, generated leads, and reported analysis for marketing and strategy implementation.
- Managed investor relations, co-organizing large corporate events and producing short on-demand videos with industry experts to support communications and drive business growth.
- Managed the branch's social media strategy, increasing engagement and brand visibility.

01/2006-10/2010

Founder & Chief Consultant

Novus Orbis | Cross-Cultural Consulting & Training | Paris, France

- Led cross-cultural management consulting and training for international teams, optimizing processes and enhancing communication.
- Provided web localization, technical/legal translations, and foreign language business courses.

01/2005-12/2006

Sales & Marketing Interim Manager France

Degussa Stockhausen | now Evonik | Skin Care | Paris, France

- Managed strategy projects, optimizing sales and marketing processes, and implemented ISO9001 quality management

01/2004-12/2004

MEA Sales Associate

Thomson Telecom | Export Sales of Telephony Solutions | Paris, France

- Oversaw export sales for business communication equipment in the Middle East and Africa, improving the partner network

08/2001-08/2003

Research and Teaching Assistant

Miller Center for Public Policy | University of Virginia | Charlottesville, VA, USA

- Coordinated public policy conferences and contributed to academic research in international relations.

07/1997-07/1998

International Conference & PR Coordinator

Biscayne National Park | National Park Volunteer Program | Homestead, FL, USA

07/1997-07/1998

Research Analyst

Roland Berger Strategy Consultants | Energy Project Research | Germany