

ADELINE JAULIN

ACIM MARKETEEER

CONTACT

+33 6 11 81 58 61

ade-85@hotmail.fr

EDUCATION

JUNE 2015

SUPTG NIORT

- Master's degree in Marketing and Business Management

JULY 2013

LYCEE FRANCOIS RABELAIS

- French Baccalaureat
- Passed subjects: IT, Marketing, Management, Law, Economy, Maths, English, French, German, History, Geography, Literature, Accountancy

SKILLS

- Project Management
- Adobe Suite
- Teamwork
- Time Management
- Leadership
- Effective Communication
- Critical Thinking
- AI efficiency

LANGUAGES

- English: Fluent
- French: Fluent
- German: Intermediate

PROFILE SUMMARY

Results-driven marketer with a strong track record of scaling EMEA revenue from \$25M to \$100M+. Experienced in leading multi-region marketing across key markets, delivering 100+ integrated campaigns annually and generating up to 60% of pipeline.

Skilled in aligning marketing and sales, leveraging data and AI to drive growth, and building high-impact strategies in fast-paced environments.

Ready to bring multi-regional marketing expertise and a results-focused mindset to a company that values innovation and progression.

WORK EXPERIENCE

PENTERA SECURITY LTD

2021 - PRESENT

Sr. Field Marketing Manager

- Leading regional marketing across multiple countries in EMEA, helping grow the business from \$25M to over \$100M in revenue.
- Driving field marketing across France, DACH, and Benelux (highest-revenue EMEA regions), delivering 165% of pipeline creation target, with millions in pipeline and CW impact; 74% of events generated pipeline within three months.
- Owning the regional marketing budget and delivered 100+ integrated marketing campaigns annually, spanning demand generation, field marketing, digital marketing, and events.
- Generating 60% of the EMEA sales pipeline through targeted, data-driven programs and strong cross-functional collaboration
- Usage of AI-powered tools and workflows to improve planning, campaign performance, and decision-making, enabling to work more efficiently and deliver stronger business results.

MAC SOLUTIONS UK LTD

2017 - 2021

Marketing Manager & Specialist

- Led marketing teams to deliver high-impact strategies, manage budgets, and execute campaigns across PR, digital, and social channels; built strong partnerships and identified key market opportunities to drive brand growth.
- Achieved 900% YouTube view growth, 200% LinkedIn follower increase, and organized top-performing industry events; leveraged Google Ads and Lead Forensics to generate qualified leads and maximize ROI.

SAIGE LONGLIFE DECKING

2017 - 2017

Marketing Manager & Specialist

- Managed all marketing operations including campaign execution, social media growth, event coordination, and B2B/B2C communications; generated over 100 new leads through targeted cold emailing and outreach across the UK.
- Created and grew a successful Instagram presence to 1,000+ followers, driving inbound leads and brand awareness; awarded Best Sales & Marketing Assistant in the first month at SAIGE Longlife Decking.