

Clementine Jacquet

Head of Marketing



Contact

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Education

Master's Degree in Business, Marketing & International Trade

École de Commerce Européenne
INSEEC France

2002 - 2006

Google UX design Professional certificate

2023 - 2024

Google Digital marketing & E- commerce specialization

2024

Languages

French (native)

English (fluent)

Tools

Word, Excel, Power Point,
Power BI (Full Proficiency)

Facebook Ads Manager,
Google Ads, Google Analytics
(Full Proficiency)

Photoshop, Illustrator, Figma
(Full Proficiency)

Hubspot, Notion (Full
Proficiency)

15+ years leading high-impact marketing initiatives across fashion, beauty, fitness, tech, healthcare, and lifestyle brands in France, Dubai, and the Middle East/North Africa region. Proven ability to develop and execute data-driven strategies that ignite brand awareness, drive customer engagement, and propel brand growth. Expertise in digital marketing, brand storytelling, and budget management. Passionate about building strong customer relationships and exceeding business objectives in a dynamic, international environment.

Experience

MARKETING CONSULTANT

France/Dubai

JAN 2024 -NOW

Strategic marketing consultation to diverse clients, leveraging expertise in market analysis, brand strategy, and campaign execution.

CAREER BREAK : SOLO TRAVEL

Asia

JAN 2023 -OCT 2023

HEAD OF MARKETING

FitRepublik & StudioRepublik | Dubai

APR 2019 - NOV 2022

- Key member of the senior leadership team, responsible for developing and executing the overall marketing strategy for FitRepublik & StudioRepublik.
- **Led a team of 5** to oversee marketing campaigns, content creation, social media management, lead generation, partnerships, UX/UI, and technology.
- Managed a **\$1M marketing budget**, optimizing resource allocation across various channels.

Achievements:

- Relunched StudioRepublik during the COVID-19 pandemic, repositioning the product offering and driving a **350% increase in adult memberships** from May 2020 to December 2021.
- Optimized marketing and creative operations by reducing headcount by 2 and **improving delivery time by 50%** through the implementation of SOPs and tools.
- Delivered a 3% social media engagement rate and 18,000 monthly website visitors with a 5% conversion rate within two years.
- Increased **FitRepublik acquisitions for Juniors by 35%** quarter-on-quarter.
- Increased Junior memberships at StudioRepublik from zero to 250 per quarter within two years.
- Implemented cost-saving measures, including content outsourcing, resulting in a **40% reduction in production costs**.
- Implemented digital strategies leading to a 20% increase in lead generation and a 35% decrease in cost per lead.

DEPUTY MANAGING DIRECTOR

Benchmark Labs | Dubai

JUL 2016 - JAN 2019

- Oversaw the development and execution of comprehensive marketing strategies for the pharmaceutical and healthcare sectors across the Middle East.
- Led a team of 8 in managing brand development, in-store activations, digital marketing, and event management.
- Drove business growth through new product launches, client acquisition, and P&L management.

Achievements:

- Successfully launched 20 new healthcare products in the middle East.
- Secured a \$600K annual contract with a leading pharmaceutical company.
- Led the development and execution of 30 successful healthcare-focused events.
- Enhanced brand visibility for 10 pharmaceutical clients through targeted marketing campaigns.
- Managed a team of 8, delivering a 30% reduction in project turnaround time.
- Managed P&L and delivered a 20% YoY profit share increase.

MANAGING DIRECTOR/CO-FOUNDER

Khortege | Paris

JAN 2013 - MAY 2016

- Led a team of 10 to oversee video production, design, and post-production for clients in the luxury, fashion, and entertainment industries.
- Drove business growth through client acquisition, project management, and financial management.

Achievements:

- Scaled Khortege from a startup to a profitable agency with a team of 12 and €800k in revenue within two years.
- Secured a €1 million venture capital investment by demonstrating strong business growth and potential.
- Managed a portfolio of high-profile clients including L'Oréal, Garnier, Yves Saint Laurent, Armani, Sony Music, and Warner Music, delivering 80+ successful projects.
- Optimized project profitability by 45% through efficient resource allocation and cost management.

TRADE MARKETING MANAGER

Red Bull | Paris

JUN 2011 - OCT 2012

- Developed and executed retail marketing strategies to drive sales and increase market share.
- Conducted market research and analysis to inform product launches and promotional activities.
- Collaborated with sales teams and distributors to optimize pricing and promotional strategies.

Achievements:

- Launched four new products, achieving a 35% increase in product sales and expanding distribution to 1,500 new points of sale through effective in-store activation and merchandising.
- Delivered a 25% reduction in POS material production costs, resulting in €60k in savings.
- Managed a €500k retail marketing budget.

RETAIL PROJECT MANAGER

Red Bull | Paris

JUN 2009 - JUN 2011

- Led the operational execution of the field sales force within the French market.
- Developed and implemented sales processes, tools, and reporting mechanisms.
- Managed cross-functional projects to support sales team efficiency.

Achievements:

- Successfully recruited, hired, and trained a sales team of 33 executives, 6 regional managers, and 25 merchandisers.
- Developed and implemented sales performance tracking tools, improving data accuracy and analysis.
- Managed the logistics for 5 major events, ensuring on-time and budget-adherent execution.

ACCOUNT MANAGER

Daytona | Paris

APR 2007 - JUN 2009