

BAPTISTE LEFEVRE

MARKETING & COMMUNICATION MANAGER

SENIOR FIELD & EVENT MARKETING

360° VISION: FIELD · DEMAND GEN · SALES · DIGITAL · CONTENT

12+ years in Marketing, Communications & Business Development across start-ups, scale-ups and established groups, mainly in Tech, the technology industry and Energy, and as a freelancer for major retail brands. A dual Marketing & Sales background, from Digital to Field Marketing, to turn visibility and engagement into leads, pipeline and measurable growth.

baptistelefevre.com



WHO AM I?

About

BACKGROUND & VISION

With more than 12 years of experience in Marketing, Communications and business development, including several years dedicated to Digital, Field Marketing, B2B/B2C events and Operational Marketing, I have built my career mainly in start-up and scale-up environments, in the Tech and Audiovisual sectors and now in Energy, in France and internationally.

My guiding principle: designing and deploying marketing strategies that build visibility, generate opportunities and make a concrete contribution to business growth.

After several years in Web Marketing and Operational Marketing, I gradually took responsibility for event strategies, first nationally and then at European level, before broadening my experience with B2B business development. This progression gave me a true dual Marketing & Sales background, from lead generation through to pipeline, conversion and ROI.

I am currently Senior Field & Event Marketing Manager, Group – France & Overseas Territories (DROM) at Austral Groupe Énergie, a French company specialising in photovoltaic solutions and the energy transition.

I define and lead the Field & Event Marketing strategy across my scope: planning and prioritising activations, setting goals and budgets, coordinating stakeholders, operational delivery and performance analysis.

I work closely with the Sales, Growth and Communications teams to align marketing initiatives with commercial priorities and make field activity a real driver of visibility, lead generation and business development.

My career has also given me cross-functional expertise in web marketing, SEO/SEA, CRM, webinars, multichannel campaigns, KPI analysis and B2B business development, with a strongly performance-driven mindset.

I now integrate generative and agentic AI into the way I work to speed up research and analysis, enrich content production, make better use of data and build automated workflows for Marketing and project management. A pragmatic approach to AI as a driver of efficiency, decision support and performance.

My vision of Field Marketing goes beyond the event: connecting strategy, field, digital, data, AI and Sales to turn marketing activations into measurable drivers of Demand Generation and growth.

WHO AM I?

About

BEYOND THE RESUME

What drives me most in my work? **People and creating emotions.** More than a sales assignment, an event or a communications or direct marketing campaign, I want everyone, clients, partners and teams alike, to feel they have had a unique, personal and emotionally rich experience.

I believe in the power of collective intelligence: working through dialogue, listening to needs while bringing ideas to the table, and surrounding myself with trusted partners.

As I pay particular attention to the environmental and social impact of events and of marketing and communications practices (CSR), I make a point of working with committed vendors.

With roots in the Pas-de-Calais, born in Amiens in Picardy and living in Lille in the North for almost 10 years, I am a true Northerner by birth and at heart.

I am passionate about travel, discovery and meeting people, as well as film, music, photography, Tech and, more generally, everything beautiful and good.

I play squash, ride horses and ski whenever I can. Sport is central to my life: it helps me stay calm and productive, both at work and at home.

Finally, friends and family are my real release valve, a source of inspiration and strength for someone who places great importance on human relationships.

MY VALUES

PROFESSIONALISM

KINDNESS

AGILITY

BALANCE

COMPOSURE

TRANSPARENCY

COMMITMENT

MY INTERESTS

👨‍👩‍👧 Family & Friends

✈️ Travel & Meeting people

🎬 Film & Music

🏆 Sports & Culture

⚡ Energy & the Energy Transition

🤖 Artificial Intelligence & Robotics

MY MANTRAS

“There are no problems, only solutions”

“Alone we go faster, together we go further”

“Attention, organisation and anticipation are the mother of safety”

IN NUMBERS

Key figures

FIELD & EVENTS

+100

B2B & B2C TRADE SHOWS

France, Europe & French Overseas Territories

+10

LARGE-SCALE EVENTS

50 to 300 attendees

+80

FIELD MARKETING ACTIVATIONS

Street marketing & retail activations

+50

LIVE B2B WEBINARS

60 to 120 live attendees per session

+40,000

B2B & B2C CONTACTS

Direct, digital & print marketing

DIGITAL, CONTENT & AI

+10

DIGITAL STRATEGIES

Co-built as a team · SEO/SEA, CRM & marketing automation

+10

ANNUAL COMMUNICATION PLANS

Co-built as a team · goals, channels, calendar & budgets

+200

EMAIL CAMPAIGNS & NEWSLETTERS

15 to 25% open rate

+20

PRINT CATALOGUES & BROCHURES

Co-built as a team · design, copywriting & printing

+150

BLOG ARTICLES WRITTEN

SEO content & lead nurturing

+30

WEB PAGES PUBLISHED

WordPress & PrestaShop

+50

ON-CAMERA PRODUCT VIDEOS

Co-built as a team · presenter · YouTube & social media

+5

AUTOMATED WORKFLOWS

Generative & agentic AI

My expertise

Three complementary areas, led from strategy to execution, with one obsession: measurable results.



FIELD, EVENT & DEMAND GEN

- Field Marketing & On-site Activations
- B2B / B2C Events & Sponsorship
- Lead Generation & Webinars
- Inbound / Outbound



BUSINESS & PERFORMANCE

- Business Development & Sales Alignment
- Pipeline & Conversion
- Budget Management, KPIs & ROI
- Negotiation & Follow-up



DIGITAL MARKETING

- Operational Marketing & CRM
- SEO / SEA & Web Marketing
- Email Campaigns & Content
- E-commerce & Product Marketing

MANAGEMENT

- Project management
- Cross-functional & team management
- Team & vendor coordination
- Partners & suppliers

TOOLS & AI

- HubSpot - Salesforce - Pipedrive - Zoho
- ClickUp - Monday - Trello - Asana - Notion
- WordPress - PrestaShop - Adobe - Canva
- Microsoft 365 - Google Workspace
- Generative & agentic AI: research, analysis, content, automation and workflows with ChatGPT & Claude

LANGUAGES

- French - native
- English - professional fluency - C1
- Spanish - intermediate

INTERNATIONAL

- Walt Disney World - Orlando, USA
- Studies - Shanghai, China
- Studies - New Jersey, USA
- Markets covered: Europe, France & Overseas Territories (DROM)

BOOK

My projects

Managing, organising and producing events and marketing campaigns, in-house and freelance: from events to field marketing and digital.

FRANCE, BELGIUM & FRENCH OVERSEAS TERRITORIES

MAJOR B2C ENERGY, ENVIRONMENT & HOME SHOWS AND FAIRS

Defined and led the Field & Event Marketing strategy of Austral Groupe Énergie, a French company specialising in photovoltaic solutions and the energy transition, at major consumer energy, environment and home shows and fairs in Réunion, Martinique, Guadeloupe, Mauritius, France and Belgium. Built the annual show calendar and partnerships with organisers, negotiated stand locations, designed stands and their staging with stand builders (lounge areas, product walls, panels, batteries and inverters on display), ran activations and large prize draws to attract visitors, recruited and briefed adviser teams, set up on-site lead capture tools, then followed up with the Sales teams through to signature.

GOALS

Generate qualified leads from homeowners, build brand awareness in each territory and turn stand visits into meetings, quotes and signed contracts.

BUDGETS

€5K to €80K per edition (€200K/year)

AUDIENCE

5,000 to 300,000 visitors per edition (B2C)

RESULTS

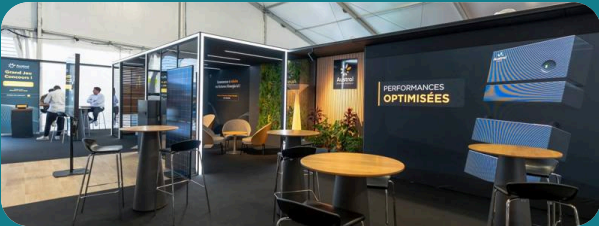
~€3M/year of business generated · 150 to 400 leads per edition · lead tracking through to signature



Major B2C energy, environment & home shows and fairs

FACT SHEET

FREQUENCY	10 to 20 shows & fairs per year
PRODUCTION	20 B2C shows, fairs & partnerships in total
FORMATS	Stands from 12 to 90 m² · lounge areas · product demos · large prize draws
COORDINATION	Internal: Sales · Growth · Marketing · Communications · Legal · Technical External: organisers · stand builders · carriers · partners
LOCATIONS	Réunion · Martinique · Guadeloupe · Mauritius · France · Belgium
COMPANIES:	Austral Groupe Énergie (Permanent) / Pause VIPee (Work-study / Fixed-term)



FRANCE & EUROPE

MAJOR B2B TECH AV & ROBOTICS TRADE SHOWS

End-to-end management of the company's presence at major technology and digital innovation trade shows for Education, Business, Retail and Franchise networks, in France and across Europe: EDUCATECH EXPO, SETT, IT PARTNERS, ISE, DIDACTA, LEARNTEC, WORKSPACE EXPO, BIM WORLD, SIEC, EQUIPHOTEL... Show selection and space negotiation, stand design with stand builders, product demo staging (interactive displays, collaboration solutions), equipment logistics and shipping, team recruitment and briefing, pre-show invitation campaigns, on-site lead qualification and post-show sales follow-up.

GOALS

Position the company against competitors in the Education and Business markets, meet resellers and integrators, showcase new products and generate a steady flow of qualified leads for the sales teams in France and Europe.

BUDGETS

€20K to €80K per edition
(€350K/year)

AUDIENCE

5,000 to 100,000 visitors per
edition (B2B)

RESULTS

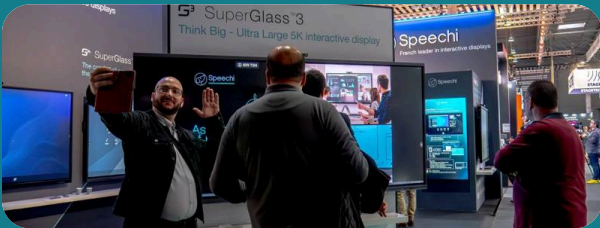
~€750K/year of business
generated · 250 to 550 leads per
edition



Major B2B tech AV & robotics trade shows

FACT SHEET

FREQUENCY	15 to 20 shows per year
PRODUCTION	87 B2B tech AV & robotics trade shows in total
FORMATS	15 to 45 m² stands · product demos · partner meetings
COORDINATION	Internal: Sales · Marketing · IT · Product External: organisers · stand builders · carriers · partners
LOCATIONS	Lille · Paris · Nantes · Marseille · Lyon · Brussels · Namur · Ghent · Barcelona · Stuttgart · Karlsruhe · London · Amsterdam
COMPANIES:	BalanceBox (Freelance) / CONEN Group (Freelance) / Speechi (Permanent)



FRANCE

PARTNER MEETINGS, CONVENTIONS, OPENINGS & SEMINARS

Designed and produced partner days, conventions and seminars bringing together the company's entire network of partners and distributors, in venues chosen for each format: Lille head office, Paris showroom, Hôtel Couvent des Minimes, Mama Shelter Lille, Le Garage coworking space. Programme of plenary talks on strategy and new products, small-group demo workshops, networking time and partner evenings, with full management of invitations, registrations, logistics, suppliers and post-event follow-up.

GOALS

Engage and retain the partner and distributor network, share strategy and new products, train partner teams and drive indirect sales.

BUDGETS

€30K to €60K per edition

AUDIENCE

60 to 80 attendees per edition
(B2B)

RESULTS

Distributor network loyalty · new
product launches

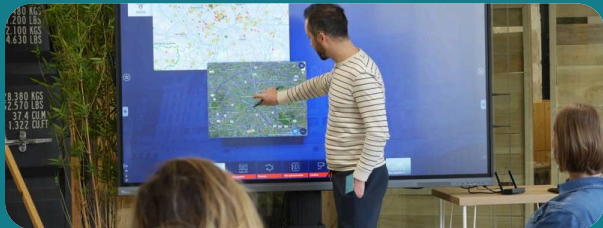
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Partner meetings, conventions, openings & seminars

FACT SHEET

FREQUENCY	1 edition per year
PRODUCTION	5 editions in total
FORMATS	Plenary talks · demo workshops · networking evenings
COORDINATION	Internal: Sales · Marketing · Product · Management External: venues · caterers · technical suppliers
LOCATIONS	Lille · Paris
COMPANY:	Speechi (Permanent)



FRANCE

ROADSHOWS & AWARD CEREMONIES

As part of its “Sports Clubs Programme”, Carrefour runs a monthly challenge with its customers for the benefit of their club. Following on from the Paris 2024 Olympics, Carrefour gives a 9-seat electric minibuss each month to the club with the most points. Managed the event delivery, production and operations of the in-store award ceremonies.

GOALS

Showcase Carrefour's commitment to grassroots sport, create a memorable, unifying moment in each store, strengthen ties with customers and local clubs, and generate press and social media coverage.

BUDGETS

~€20K per edition

AUDIENCE

60 to 150 attendees per edition
(B2C)

RESULTS

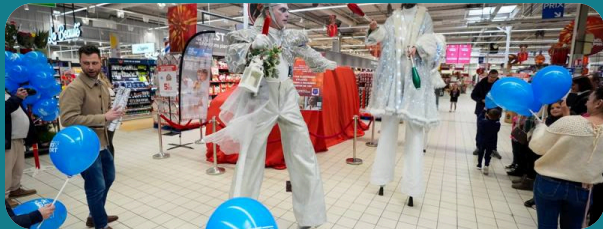
12 clubs rewarded · local press
coverage per edition



Roadshows & award ceremonies

FACT SHEET

FREQUENCY	1 edition per month
PRODUCTION	12 editions in total
FORMATS	In-store award ceremonies · sports activations · electric minibus handed to the winning club
COORDINATION	Internal: Carrefour (head office & stores) · GOCAD Services External: clubs · Fitcar ad network · event suppliers
LOCATIONS	Lille · Paris · Nantes · St-Maur-des-Fossés · Grenade-sur-l'Adour · Crêches-sur-Saône · Lagnieu · Marck · Évrans · Rinxent · Duclair
COMPANIES:	Carrefour (Freelance) / GOCAD Services (Freelance) / Fitcar (Freelance)



FRENCH OVERSEAS TERRITORIES

FESTIVALS & CONSUMER BRAND ACTIVATIONS

Designed and led Austral Groupe Énergie's activation at SAKIFO Musik Festival in Saint-Pierre (Réunion): the Solar Booth, a solar-powered experiential space. The concept was developed from two creative routes and consolidated in a strategy meeting.

GOALS

Make solar energy tangible and fun for the general public, and generate qualified contacts.

BUDGETS

€10K to €20K per edition

AUDIENCE

30,000 to 40,000 festival-goers
per edition (B2C)

RESULTS

50 to 150 leads per edition ·
follow-up via HubSpot
newsletter campaign

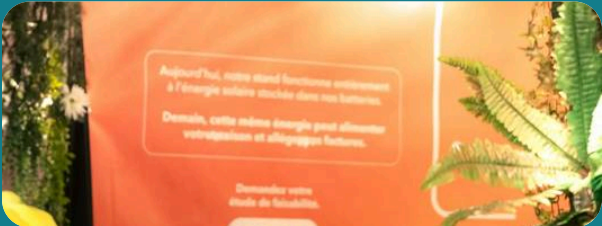
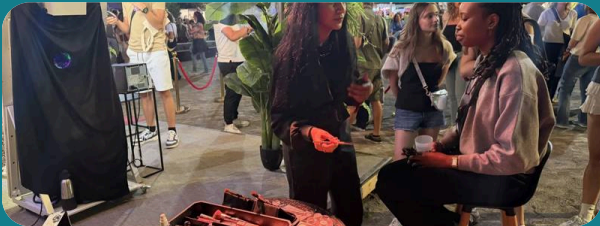
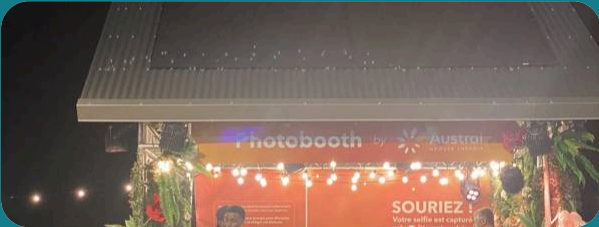
05



Festivals & consumer brand activations

FACT SHEET

FREQUENCY	1 edition per year
PRODUCTION	1 edition in total
FORMATS	Fully self-sufficient solar-powered stand with photo booth, temporary tattoos and make-up, solar energy education.
COORDINATION	Internal: Marketing · Communications · Sales External: festival organisers · set design · photo booth · make-up
LOCATIONS	Saint-Pierre · Réunion
COMPANY:	Austral Groupe Énergie (Permanent)



FRANCE, BELGIUM & FRENCH OVERSEAS TERRITORIES

STREET MARKETING & RETAIL FIELD ACTIVATIONS

Designed and rolled out street marketing operations and retail activations: velomobiles branded for the Carrefour Sports Clubs Programme (Fitcar ad network), student street marketing on campuses and at metro stations, in-store and car-park activations, tasting workshops, promotional stands in shopping malls and hypermarkets, flyer and goodies distribution.

GOALS

Promote commercial offers, programmes or new concepts, and drive in-store traffic, brand visibility and qualified contacts.

BUDGETS

€5K to €15K per operation

AUDIENCE

1,000 to 5,000 people reached per operation (B2C)

RESULTS

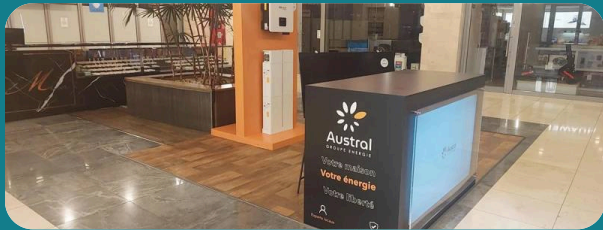
80 to 200 leads per operation ·
10,000+ goodies distributed · in-store traffic



Street marketing & retail field activations

FACT SHEET

FREQUENCY	20 to 40 operations per year
PRODUCTION	80+ operations in total · 20+ street marketing · 60+ retail activations
FORMATS	Velomobiles · student street marketing · in-store activations · tastings · shopping-mall stands
COORDINATION	Internal: Marketing · Sales · partner retailers External: field teams · hosts · Fitcar ad network
LOCATIONS	France · Belgium · Réunion · Martinique · Guadeloupe · Mauritius
COMPANIES:	Austral Groupe Énergie (Permanent) / Carrefour (Freelance) / Pichet Immobilier (Freelance) / PAPATO (Freelance) / MATCH (Freelance) / GOCAD Services (Freelance) / Fitcar (Freelance)



FRANCE & EUROPE

VIRTUAL EVENTS & LIVE B2B TECH AV & ROBOTICS WEBINARS

Created and hosted a programme of live webinars on technology and digital innovation for Education and Business, as well as for the partner reseller network across Europe, produced from the company's Lille head office and Paris showroom. Topic selection with product and sales teams, scripting, live product demos, speaker preparation, registration campaigns via email and social media, technical broadcast management, live Q&A, then attendee follow-up and lead handover to the sales teams.

GOALS

Reach a wide audience across France and Europe with no travel constraints, demonstrate products in real conditions, generate leads and demo requests, and nurture relationships with prospects, customers and partner resellers.

BUDGETS

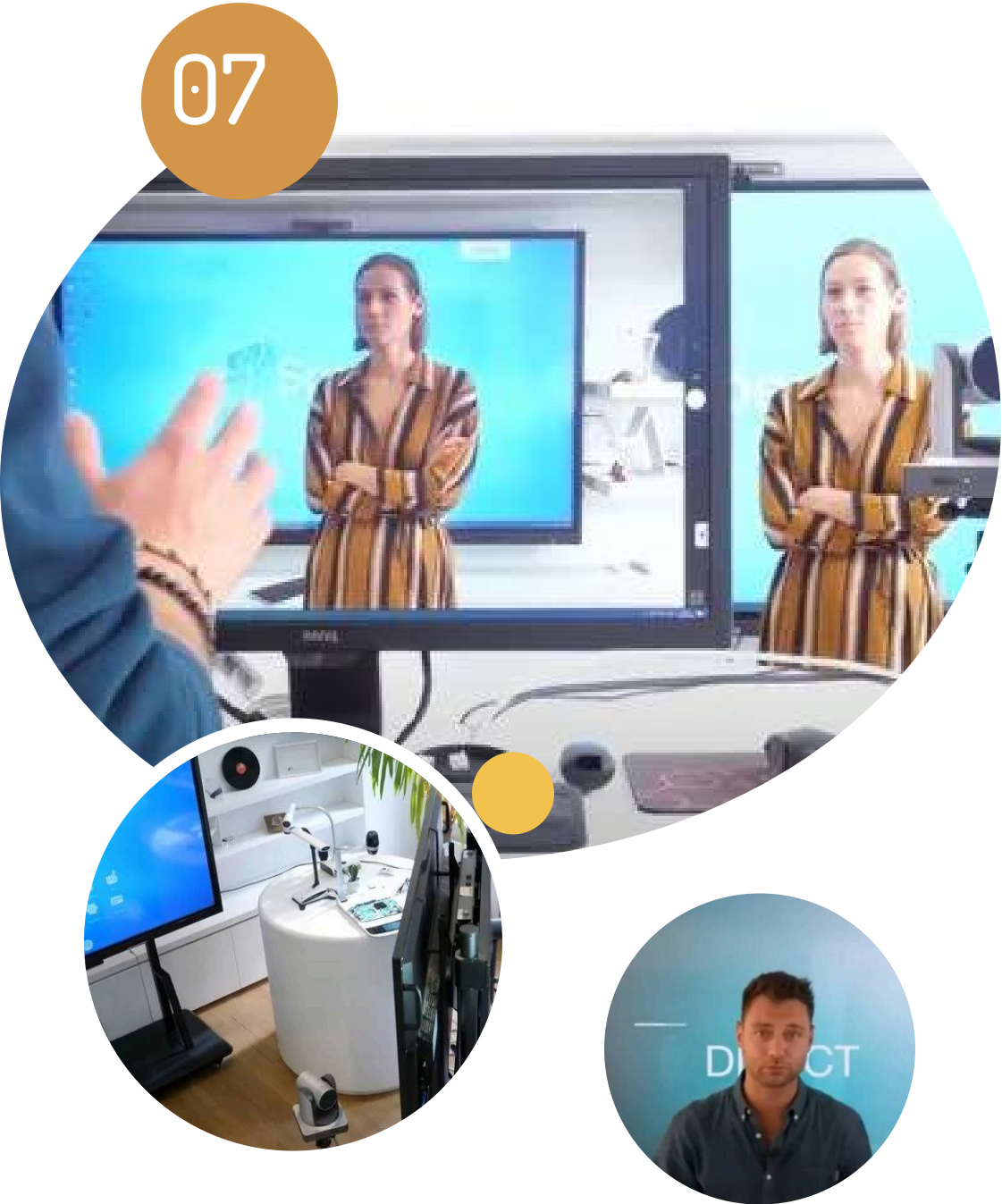
€200 to €400 per session

AUDIENCE

60 to 120 attendees per session (B2B)

RESULTS

110 to 170 registrants per session
· ~55 to 70% attendance rate ·
leads & demo requests



Virtual events & live B2B tech AV & robotics webinars

FACT SHEET

FREQUENCY	10 to 12 sessions per year
PRODUCTION	52 sessions in total
FORMATS	30-min live webinars · product demos · Q&A
COORDINATION	Internal: Sales · Product · IT External: suppliers · partner speakers
LOCATIONS	Lille · Paris
COMPANY:	Speechi (Permanent)



FRANCE, EUROPE & FRENCH OVERSEAS TERRITORIES

DIRECT, DIGITAL & PRINT MARKETING, COMMUNICATIONS & CONTENT

Co-built the digital strategy and communication plans as a team, then led their roll-out as project manager, working with the art direction and sales teams: emailing and newsletters, marketing automation and CRM, SEO content (blog, web pages, product pages), social media and print collateral, presenting product videos on camera, and marketing workflow automation with generative and agentic AI (research, content, reporting).

GOALS

Generate and nurture leads, support product launches and events, and feed the sales pipeline.

BUDGETS

€20K to €50K/year

AUDIENCE

40,000+ contacts (B2B/B2C)

RESULTS

40,000+ contact base built and nurtured over time · steady flow of inbound leads for the sales teams · 15 to 25% average open rate



+10 DIGITAL STRATEGIES

Co-built as a team · SEO/SEA, CRM & marketing automation



+10 ANNUAL COMMUNICATION PLANS

Co-built as a team · goals, channels, calendar & budgets



+200 EMAIL CAMPAIGNS & NEWSLETTERS

15 to 25% open rate



+20 PRINT CATALOGUES & BROCHURES

Co-built as a team · design, copywriting & printing



+150 BLOG ARTICLES WRITTEN

SEO content & lead nurturing



+30 WEB PAGES PUBLISHED

WordPress & PrestaShop



+50 ON-CAMERA PRODUCT VIDEOS

Co-built as a team · presenter · YouTube & social media



+5 AUTOMATED WORKFLOWS

Generative & agentic AI

Direct, digital & print marketing, communications & content

FREQUENCY	1 to 4 campaigns per month
PRODUCTION	400+ deliverables in total
FORMATS	Emailing & newsletters · blog & SEO/SEA · LinkedIn · websites & e-commerce · print · AI workflows
COORDINATION	Internal: art direction · sales teams · Product External: web & print agencies · printers
LOCATIONS	France · Belgium · Europe · Réunion · Martinique · Guadeloupe · Mauritius

COMPANIES: Austral Groupe Énergie (Permanent) / Carrefour (Freelance) / Pichet Immobilier (Freelance) / PAPATO (Freelance) / MATCH (Freelance) / GOCAD Services (Freelance) / BalanceBox (Freelance) / CONEN Group (Freelance) / Fitcar (Freelance) / Speechi (Permanent) / Pause VIPee (Work-study / Fixed-term)

TOOLS

- HubSpot
- Salesforce
- Pipedrive
- Zoho
- WordPress
- PrestaShop
- Adobe
- Canva
- LinkedIn
- ClickUp
- Slack
- Trello
- Generative & agentic AI

EXPERIENCE

My career

A steady progression from web marketing to leading a Group's Field & Event Marketing strategy, in France, Europe and the Overseas Territories.

EXPERIENCE

My career

SENIOR FIELD & EVENT MARKETING MANAGER, GROUP — FRANCE & OVERSEAS TERRITORIES (DROM)

01/2026 — present

Austral Groupe Énergie — Permanent

Paris · Amiens · France · Réunion · Martinique · Guadeloupe · Mauritius · Belgium

- Defined and led the Group's field and event marketing strategy: goals, budgets, calendar, activation priorities, messages and KPIs.
- Delivered trade shows, B2B/B2C events, retail exhibitions, partnerships and field activations to grow awareness, leads and commercial opportunities.
- Aligned sales, growth, communications and local teams; tracked leads → meetings → quotes → signed → cash collected, held field debriefs and analysed performance.
- Managed vendors, schedules and visibility assets; recommended the best formats, locations, sales profiles and performance drivers.
- Multichannel demand generation: coordinated email, social media, webinar and digital campaigns around activations.
- Integrated generative and agentic AI (ChatGPT, Claude) into marketing and project workflows; HubSpot for lead tracking, ClickUp for project management.

RESULTS France & French Overseas Territories: ~€200K/year event budget ⇒ ~€3M/year in business generated

SENIOR EVENT PROJECT MANAGER — DIRECT MARKETING — COMMUNICATIONS

04/2024 — 01/2026

Freelance

Lille · Paris · France

- Advised on and managed nationwide B2B/B2C activations: recommendations, client briefs, budgets, production, vendors, field teams, content and reports.
- Carrefour Club de Sport programme: twelve months of monthly in-store activations and award ceremonies; managed event delivery, production and operations.
- Carrefour, Pichet Immobilier, PAPATO and MATCH projects via GOCAD Services: designed activations, coordinated delivery, negotiated with suppliers, tracked field work and analysed results.

BUSINESS MANAGER FRANCE

09/2024 — 12/2025

Conen Group / BalanceBox EMEA — Freelance

France · Germany · Netherlands — Conen Group (09/2024 — 08/2025) then BalanceBox (08/2025 — 12/2025)

- B2B business development: prospecting, qualification, meetings, proposals, negotiation, closing and partner development; CRM, reporting and pipeline tracking.
- Attended trade shows and partner days to strengthen commercial presence, create opportunities and support conversion.



EXPERIENCE

My career

●

EVENT MANAGER & OPERATIONAL MARKETING MANAGER — EUROPE

Speechi — Permanent

Lille · Paris · France · Europe

- Progressed from web and operational marketing (2017-2019) to Event Manager France (2019-2020), then created and led the European event strategy (2021-2023).
- Live webinars: ~150 registrants and ~90 attendees on average per session; managed project teams for each event (roadbook, marketing, sales, IT, logistics).
- 15 to 20 major trade shows/year, 1 partner/distributor event per year and ~12 webinars/year; leads, coordination with sales, partners and vendors, and ROI measurement.
- SEO/SEA, CRM, email campaigns, content, WordPress/PrestaShop, e-commerce, configurators and digital campaigns.
- Coordinated agencies, vendors, partners and distributors; developed sales materials, tracked leads and analysed performance.

RESULTS France & Europe: ~€350K/year event budget ⇒ ~€750K/year in business generated

2017 — 2019 Webmarketing Officer & Operational Marketing Officer

2019 — 2020 Event Manager France & Operational Marketing Manager

2021 — 2023 Event Manager Europe & Operational Marketing Manager

05/2017 — 12/2023

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MARKETING & COMMUNICATIONS OFFICER — FRANCE

Pause V.I.Pee — Work-study / Fixed-term

La Madeleine · France

- Online and offline marketing: WordPress/PrestaShop, SEO, Google Analytics, CRM, newsletters, content, social media, communications plans and events.
- Created and delivered campaigns, managed digital channels, tracked performance and coordinated communications.

05/2014 — 04/2017

●

SALES, MERCHANDISING & FOOD AND BEVERAGE — UNITED STATES

Walt Disney World — Fixed-term

Orlando, Florida · United States

- International experience in a demanding, multicultural setting: customer service, sales, merchandising, service standards and teamwork.

01/2013 — 06/2013



EDUCATION

Education & training

2016

Master's degree (MMCI) — Management, Marketing & Integrated Communications

Groupe Maestris Sup Lille · 10/2014 — 07/2016

2014

Bachelor's degree — Business, Marketing, Management & Administration

ESC Amiens — ISAM Amiens · 10/2009 — 06/2014

2014

Degree in International Marketing

Xinjiang Polytechnique College of Shanghai — China · 02/2014 — 04/2014

2012

Degree in International Business and Marketing

Kean University of New Jersey — United States · 09/2012 — 12/2012

2009

French Baccalaureate (Economics and Social Sciences)

Lycée Saint-Riquier Amiens · 09/2006 — 06/2009

IN PICTURES

A few videos of my projects

Click a video to play it directly on my online portfolio.



AWARD CEREMONIES — CARREFOUR
Award ceremony — Saint-Maur-des-Fossés



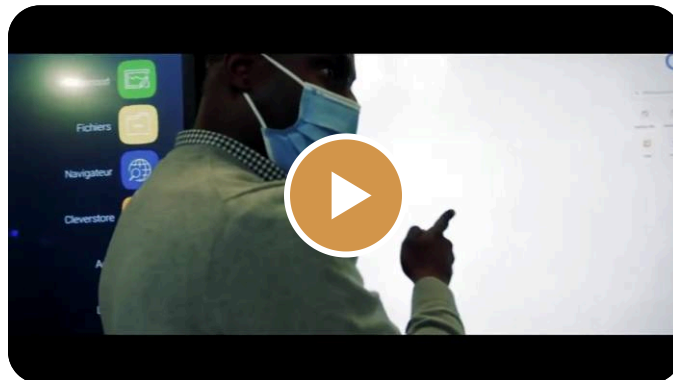
AWARD CEREMONIES — CARREFOUR
Award ceremony — Grenade-sur-l'Adour



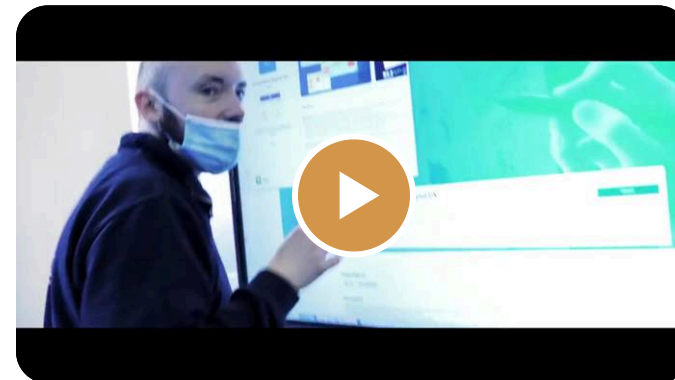
AWARD CEREMONIES — CARREFOUR
Award ceremony — Crêches-sur-Saône



TRADE SHOWS
Speechi, interactive display specialist, at Educatech 2022



TRADE SHOWS
Interactive displays at EducaTec EducaTice 2021



SEMINARS
Speechi Partner Days 2022



WEBINARS
Discover Speechi webinars



WEBINARS
Producing a webinar with an interactive display — Behind the scenes

WHAT THEY SAY

Testimonials

Testimonials

“

I worked with Baptiste for four months at Austral Groupe Énergie. I supported him when he joined the company and handed over my projects to him.

Despite the distance between Amiens and the group's overseas territories, he built a relationship of trust with his contacts and teams, both internally and with partners. He is available, a good listener and knows how to stay connected even without meeting in person.

Baptiste took the time to fully understand how the company works, its challenges and its teams, so he could take full ownership of his projects. Organised and rigorous, he knows how to negotiate budgets with vendors and suppliers and, above all, how to stick to them, which is invaluable in events and in all kinds of field activations.

I recommend him without hesitation to any organisation looking for an expert in field activations, events, demand generation and brand awareness. Reliable and committed, he is a manager who is both strategic and hands-on.



Charline Martin — Austral Groupe Énergie
Group Communications Manager

“

As Marketing Director at Speechi, I had Baptiste in my team for more than four years. During that time, Baptiste worked as Events Manager, reporting directly to me.

Baptiste created his role and quickly showed he had what it takes to run the events function single-handedly. He stood out on both in-person events (in France and internationally) and virtual events (webinars). Able to deliver a project end to end with quality, he also knows how to bring teams together to run trade shows (technical, sales, marketing and external partners).

His adaptability and enthusiasm made him operational and autonomous very quickly, even under great pressure. He took on his responsibilities and carried out every assignment with great professionalism and care.

Baptiste had recently helped position us at major European trade shows such as ISE in Barcelona and the largest education shows in Germany. He loves a challenge and updates his knowledge whenever he can; I can assure you he will be just as effective within your teams and on your projects.



Mickaël Delcroix — Speechi
Marketing Director

Testimonials

“

I hired Baptiste in 2017 as Web Marketing Officer. Within the marketing team, Baptiste first wrote content and managed our communities, especially around our blog. He then took charge of our direct marketing (several newsletters sent to 30,000 contacts), then of the link between the marketing and sales teams (weekly product training for sales reps). He was then appointed Events Manager and organised our trade shows (some twenty national and international shows a year) and our online seminars (monthly).

Baptiste has great interpersonal skills and is very comfortable speaking, which he put to use in seminars and with our sales reps. He is also an organiser who handled every aspect of our trade shows perfectly (bookings, logistics, demos, follow-up, setting up various tools...).

He showed great energy with us, in a variety of roles, at a time when the company was structuring itself and many unusual things could be asked of him. He constantly went above and beyond his role. In any position that draws on these qualities, I believe he will be an asset to any organisation.

speechi **Thierry Klein — Speechi**
Founder and CEO

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Baptiste joined Pause VIPee as Marketing & Communications Officer at a time when everything at our start-up was still to be built. We were at square one, only two months after launch, and needed strong support across the business, especially on marketing and communications. That is where Baptiste helped us.

Starting from a blank page is never easy, and Baptiste took on the challenge head-on and met it. He quickly adapted to the company's situation and put in place the whole marketing and communications strategy in a relevant and lasting way. First by creating and maintaining our showcase website (WordPress) and our e-commerce site (PrestaShop) with our supplier. He ran our content and distribution strategy, our SEO and social media. He also set up all our direct marketing, with mailings to our entire database.

As an outstanding organiser, he also coordinated the creation of all our print catalogues and brochures and, as needed, our events, trade shows, fairs and the openings of our sites.

Baptiste is energetic, self-taught and versatile, with strong organisation and project management skills. I can only recommend all his professional and personal qualities, and I am sure he will be just as effective in taking on your challenges.

PAUSE || V.I.PEE **Sandra Ponvienne — Pause VIPee**
Founder and CEO

CONTACT

Looking for a: Marketing & Communication Manager **Senior Field & Event Marketing** to:

- RUN YOUR EVENTS?
- GROW YOUR LEAD GENERATION?
- STRENGTHEN YOUR BRAND AWARENESS?
- ROLL OUT YOUR FIELD ACTIVATIONS?
- MANAGE YOUR DIGITAL STRATEGIES?
- BUILD YOUR COMMUNICATION PLANS?

Open to permanent opportunities, in France and internationally. Let's talk about your challenges and what I can bring to your teams. Write to me or request a call back using the form, and I will get back to you quickly.

✉ lefevre.baptiste230890@gmail.com

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COMPANIES I HAVE WORKED WITH



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