

Julie BARDIN JIMENEZ

Field Marketing Director



40 years old - Driving License
- Rueil Malmaison (92)
France

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Results-driven marketing leader with over 15 years of experience in international field marketing, account-based marketing (ABM), and demand generation. Proven ability to develop and execute data-driven marketing strategies that increase brand awareness, generate leads, and drive revenue growth. Skilled in coordinating cross-functional teams, managing partnerships, and optimizing marketing spend to maximize ROI. Particularly adept at working in startups and scale-ups, building marketing functions from the ground up, and driving rapid business growth. Fluent in French, English and Spanish.

Experiences

Field Marketing Western EMEA



Shippeo - Since 2024

- Manage two distinct regions, each with different targets, go-to-market teams, and drastically different market maturities.
- Develop and execute marketing strategies to increase brand awareness and lead generation in Western Europe.
- Engage with technology partners, media, and industry associations to enhance market positioning.
- Implement multi-channel marketing campaigns aligned with regional revenue objectives.
- Optimize budget allocation and track campaign performance to ensure measurable results.
- Collaborate closely with SDRs, acting as a coach and team leader to improve outreach strategies and lead conversion.
- Support Shippeo's transition from a lead KPI model to a pipeline-generated model for assessing marketing activities.
- Leverage past experience to help define new KPIs and create a Pipeline Generation Officer role for marketers to drive pipeline impact.

Principal Field Marketing Manager, EMEA



Solo.io - 2022 to 2024 - Full-time - Paris - France

- Built the EMEA marketing function from scratch, establishing brand presence and demand generation initiatives.
- Designed and executed ABM strategies to drive pipeline growth across EMEA.
- Led cross-functional collaboration with sales teams to enhance lead qualification and conversion.
- Developed quarterly marketing plans focused on acquisition and customer engagement.
- Monitored and optimized campaign performance through analytics and reporting.
- Track lead flow to ensure the appropriate sales channels are following up on marketing in a timely manner;
- Worked closely with SDR teams, providing coaching and leadership to improve outreach effectiveness.

ABM Regional Manager, Western Europe New Relic

New Relic - 2022

- › Developed and implemented target account strategy to support account-based selling and meet sales targets for the France, Benelux & Nordic regions;
- › Built annual and quarterly marketing plans and targets for targeted sales accounts and contacts that focus on acquisition and accelerate existing opportunities;
- › Collaborated with the Sales group to determine sales enablement needs, and work with cross-functional partners to ensure needs are met; education regarding new and planned marketing
- › Deployed ready-to-carry-out marketing tactics and provide sales enablement on account and industry basis using various channels including digital, events, and social media

Field Marketing Manager, Southern Europe



Confluent - 2018 to 2022 - Full-time - Paris - France

- › Established the Southern Europe marketing function from the ground up, driving brand awareness and demand generation.
- › Executed multi-channel marketing campaigns, including digital, events, and social media.
- › Developed customer marketing initiatives to expand enterprise accounts.
- › Led event sponsorships and regional trade shows with a focus on ROI measurement.
- › Worked with the Developer Experience team to maintain activity of the local community and evangelize the open-source technology.
- › Partnered with SDR teams, acting as a mentor and team leader to improve engagement and lead conversion.
- › Co-designed and launched the Confluent Streaming Events roadshow, an evangelization and lead-generating event series that became a cornerstone of Confluent's marketing strategy and expanded globally.

Marketing Field Manager, Southern Europe



Zendesk - 2017 - Temporary Work - Paris

- › Maternity Leave Coverage of 8 months
- › Aligned field marketing initiatives with sales goals to support revenue growth.
- › Developed executive-level thought leadership campaigns and hosted events.
- › Managed third-party event sponsorships and customer engagement programs.

International Marketing Manager



WorkIT Software - 2016 to 2017 - Full-time -

Boulogne-Billancourt - France

- › Definition of the marketing plan with Senior & Product management
- › Definition and monitoring of annual corporate and regional marketing budgets
- › Organization of all marketing operations (events, newsletters, lead generation etc.)
Operational Marketing for 3 products (W2P, Tracker, Feeds)
- › Marketing and Lead Generation processes implementation
- › Marketing KPIs definition and reporting
Webmarketing (SEO, Social Media, Website maintenance, etc.)
- › Coordination with international sales teams (3 offices: Paris, London & Düsseldorf)

- › ERP implementation and change management in collaboration with administration and projects departments
- › Management and Training of a junior assistant
- › Employee engagement & Internal marketing program, in collaboration with the HR department : training program for new hires, internal newsletter, internal challenges and activities to enhance the adhesion to the company's culture

International Marketing Coordinator

eFront - 2012 to 2015 - Full-time - Paris - France



- › Coordination with sales teams worldwide (4 business units: NORTH AMERICA, EUROPE, ASIA & ERM/CRM)
- › Field Marketing for 7 products (FrontInvest, FrontGP, FrontGRC, FrontERM, Front360, Investment Café, AltExchange)
- › Planning & Organization of all marketing operations (events, webinars, newsletters, lead generation etc.)
- › Webmarketing (SEO, Social Media etc.)
- › Conception of Marketing supports (brochures, press releases, newsletters, etc.)
- › Event organization (external conferences such as PESS, SUPERRETURN, UNQUOTE, and seminars organization in Europe) – 25 events worldwide/year
- › Annual Kick-Off organization, reuniting 50 members of our teams every year during 6 days
- › Annual Client Conferences Organization: Paris (300 participants) & New-York (160 participants)
- › Management of the junior members of the team

Junior Product Manager / Area Sales Manager

NOVOMED GROUP - 2010 to 2012 - Full-time - Paris - France



- › Promotion of four brands of products (Dermatology, Gynecology, Protection & dermocosmetics)
- › Business development within an international area & Account Management of our local partners (100 client distributors / North European area)
- › Training and Support of sales teams (Dermatology & Gynecology : around 6000 references)
- › Marketing Budget Management
- › Planning & Organization of all marketing campaigns
- › Marketing documents conception (catalogues, e-mailings, fax mailings, website)
- › Proposal and building of a loyalty program for our clients
- › Event organization (20 events per year)
- › Product development strategies (Single Use Kits & new aesthetics line) in partnership with a network of medical experts

Marketing Consultant

Cantab Marketing Services - 2009 to 2010 - Part-time - Boulogne-Billancourt - France



- › International Lead Generation campaigns for IT, Software and Telecommunications leaders
- › Training of junior team members

Skills

Marketing / Communication

- Event organisation ★★★★★
- Marketing Support Creation ★★★★★☆
- Market Studies ★★☆☆☆
- Community management ★★★★★☆
- Budget Tracking and Planning ★★★★★☆
- Project Management ★★★★★
- Reporting ★★★★★
- Team training ★★★★★☆
- Lead generation ★★★★★☆
- Management ★★★★★☆
- Partner Marketing ★★★★★

Languages

- English ★★★★★
- Spanish ★★★★★
- French: mother tongue ★★★★★

Softwares

- MS Office Suite ★★★★★☆
- Wordpress ★★★★★☆
- Salesforce ★★★★★☆
- Marketo ★★★★★☆
- Hubspot ★★★★★☆

Interests

Associations / Other

- Felis'city – Association dedicated to the protection and identification of street cats
Relationship management with the veterinarians partners –
Administration – Evaluation of the candidates to adoption and follow up visits
- President of a syndic of co-owners
Accounting, Relationship management with the property manager & service providers, Communication with co-owners, Supervision of contracting works

Music

- Piano : 14 years
- Singing: 10 years

Sports

- Fitness
- Running
- Horse Riding

Education

Professional Training

Institut Supérieur du Marketing

November 2016

Content Marketing Strategy Planning course

Professional Training

HEC

January 2014

Innovation & Marketing Strategy

Master II Marketing Communication & Sales Strategy

INSEEC Bordeaux

2007 to September 2008

Bachelor European Business

University of Lincoln - Royaume-Uni

September 2005 to April 2006

Diplomatura en Ciencias Empresariales

ETEA Cordoba - Espagne

September 2004 to February 2005

Bachelor INBA (International Network of Business Administration)

ESC Troyes

September 2003 to July 2007