

Julie BARDIN JIMENEZ

Field Marketing Director



41 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 Director 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.

Field Marketing 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
- ▶ Breastfeeding Coach - L'Or Blanc
As a young mother, I chose to breastfeed and, despite encountering various challenges, it has been one of the most rewarding and empowering experiences of my life. Over three years into this journey, breastfeeding remains a deeply important and natural part of my parenting philosophy.
Early on, I developed a strong desire to deepen my knowledge, exchange experiences with other mothers, and offer mutual support through the ups and downs of breastfeeding. Motivated by this passion, I trained and became a breastfeeding coach, dedicated to listening to, supporting, and empowering young mothers in their breastfeeding journeys, always providing guidance with empathy, understanding, and without judgment.

Music

- ▶ Piano : 14 years
- ▶ Singing: 10 years

Sports

- Fitness
- Running
- Horse Riding

Education

Breastfeeding Facilitator

FDA Apasdemoa

Since February 2026

Certifying training in supporting mothers and families through their breastfeeding journey, grounded in active listening, empathetic communication, and emotional support. I am focusing on deep listening and empathy, tailoring communication to individual needs, navigating sensitive conversations with care, and empowering others.

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