

# CLEMENT DONZEL

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## OBJECTIVE : JOIN A MARKETING DEPARTMENT AT A MANAGER LEVEL IN SOFTWARE AND IT COMPANY.

### Profile

I am a hard worker, creative, entrepreneurial and adaptable to new business environment. Specialized in both marketing and software industry, I have an international background such as my previous experiences in USA (Boston, MA – 2 years) and Asia (Singapore – 2 years).

### Actual Position

**Web Marketing Specialist** for Asia-Pacific Region at **Dassault Systèmes SolidWorks**. Based in Singapore. In charge of defining and executing web marketing and lead generation programs. Leading online user community through social media, virtual conférences, blogs, etc. Updates and support for CRM systems for marketing and sales activities.

### Skill Set

#### MARKETING

- Creation and execution of marketing campaigns
- Co-marketing programs with partner network (B2B)
- Customer references
- Market studies
- E-newsletters
- Social Media
- Nurturing Programs
- Virtual Conférences
- SEO/SEM

#### COMPUTER

- Siebel Enterprise & Analytics
- PCIE Certificate
- MS Office, Photoshop, Dreamweaver, HTML/PHP, Mac
- Hardware knowledge
- Setup, SEO, websites administration

#### LANGUAGES

- English: Fluent
- French: Native language
- Chinese: Basic knowledge

#### SALES

- Sold of IT products, license renewal
- Management and support of sales forecast tool (Topline).
- Value Added Reseller online and offsite trainings on lead management (generation, follow-up process, nurturing...)







#### ENTREPRENEURIAL

- E-learning platform project definition for Ceram Sophia-Antipolis Business School.
- "Young Entrepreneur" challenge member.
- Setup of collaborative IBM database

#### INTERNATIONAL

- 4 years in expatriation:
  - Singapore, SG – 2 ans
  - Boston, USA – 2 ans
  - Cambridge, UK – 2 mois

## Experience

|   |   |  |
|---|---|--|
| <b>2008-2010</b>  |   | <b>Web Marketing Specialist – Dassault Systèmes SolidWorks (Singapore, SG)</b> <span style="float: right;">2 years</span>  |
|    | Worldwide Product Lifecycle leader (PLM) and software innovator | <ul style="list-style-type: none"> <li>- Web Marketing : Demand generation (100,000 contacts – 2,000 leads). Creation and execution of marketing campaigns, SEO/SEM, newsletters, nurturing programs, Virtual Conferences.</li> <li>- Developed Reseller marketing team for online / web marketing. Trainings on marketing tools, industry trends, best practises, lead follow-up.</li> <li>- Defined and executed « Social Media » strategy for Asia-Pacific region (Blog, Facebook, Twitter, Online community sites).</li> <li>- CRM Support : CRM Systems management and update (Siebel) for AP region</li> </ul> |
| <b>2006-2008</b>  |   | <b>Marketing Specialist – Dassault Systemes SolidWorks (Concord, MA, USA )</b> <span style="float: right;">2 years</span>  |
|    | Worldwide Product Lifecycle leader (PLM) and software innovator | <ul style="list-style-type: none"> <li>- Lead generation programs: 10,000+ oppys generated (100+ closed deals)</li> <li>- Co-marketing activities with strategic partners</li> <li>- Key contributions to events: Seminars and Reseller Exclusive Events</li> </ul>  |
| <b>2004-2005</b>  |   | <b>Marketing Assistant – IBM (La Défense-92)</b> <span style="float: right;">1 year</span>   |
|    | Worldwide IT Consulting Provider                                | <ul style="list-style-type: none"> <li>- In charge of Customer References Program for Software Group.</li> <li>- In charge of co-marketing programs dedicated to the largest IBM partners.</li> <li>- Editor of the internal monthly software newsletter for West Region (14,000 recipients).</li> </ul>   |
| <b>2003</b>   |   | <b>Sales Representative – Unidirect (Vaise-69)</b> <span style="float: right;">2 months</span>   |
|    | IT Consulting and Systems Integrator DIWAN Group                | <ul style="list-style-type: none"> <li>- Sold company products: antivirus, network administration software, IT solutions and services for companies.</li> <li>- Helped in computer department: Inventory of the network, distant control...</li> </ul>   |
| <b>2002</b>   |   | <b>Marketing Assistant - SolidWorks (Cambridge-UK)</b> <span style="float: right;">2 months</span>   |
|  | Leader in 3D CAD Technology Dassault Systemes Group             | <ul style="list-style-type: none"> <li>- Carried out market study in CAD-3D for education department.</li> <li>- Contacted German and English universities to evaluate SolidWorks/Autodesk implementation and action plans.</li> </ul>   |
| <b>2001</b>   |   | <b>Marketing Assistant – Axemble (Lyon-69)</b> <span style="float: right;">2 months</span>   |
|  | IT Consulting and Systems Integrator Visiativ Group             | <ul style="list-style-type: none"> <li>- Developed media plan for corp. advertising in targeted industry magazines</li> <li>- Registered corporate website to search engines and portals to increase lead generation.</li> <li>- Helped in developing the web site to increase traffic.</li> </ul>   |

## Education

|             |   |
|-------------|---|
| <b>2006</b> | <b>MASTER IN MANAGEMENT : MARKETING &amp; PROJECT MANAGEMENT</b> Sophia Antipolis (06)<br>CERAM, European School of Management (CERAM Sophia Antipolis / SKEMA) |
| <b>2003</b> | <b>BACHELOR'S DEGREE IN ECONOMICS AND MANAGEMENT</b> Lyon (69)<br>Université Lumière LYON 2   |
| <b>2000</b> | <b>BACCALAUREAT SCIENTIFIQUE (MATH AND SCIENCE)</b> Oullins (69)<br>St. Thomas d'Aquin Véritas  |

## References

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## Verbatim

"Clement was a key contributor to our partner and our lead generation team. Clement always executed projects with energy, focus and great success." August 5, 2008  
**Rainer Gawlick**, Vice President of Marketing DS SolidWorks – (Indirectly Managed)

"Clement demonstrates keen interest and possesses positive attitude. He is versatile and proved himself in a variety of tasks even though it is beyond the defined job scope. He is pleasant to work with and has tremendous potential." January 28, 2009.  
**Sharon Ang** – Marketing Director, DS SolidWorks. (Direct Manager).