

# Clémentine Pic

## Contact info

🗨 French (C2), English (C2), Dutch (A1)

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## Experience

### **NN Group** / Digital communications advisor

Sept 2023 - August 2024, The Hague, Netherlands

Led communication campaigns for internal company events, particularly HR-related themes, with budgets up to €10,000.

- Created content to promote events like town halls and corporate celebrations.
- Notable achievement: exceeded attendance target by 30%.

Trained the marketing and communications team on digital communication tools, including Poppulo, PressPage, and Sendible.

**Tools:** Trello, Press Page (CMS), SharePoint, MS Suite, Service Now

### **Locus Robotics** / Marketing campaign manager, EMEA

May 2022 - June 2023, Amsterdam, Netherlands

Developed and executed marketing strategies to increase brand visibility across the EMEA region using diverse channels (print, digital, social media).

Created tailored content to support strategic marketing objectives.

Marketing lead for professional trade shows across Europe, managing budgets up to €40,000.

- Projects' coordination with stakeholders, including external agencies (venu partners, booth design, graphic design).
- Achieved a 10% increase in MQLs, surpassing lead generation targets at trade shows.

Content creation to promote the brand, products, and company events on social media, achieving an average engagement rate of 6% per post on LinkedIn.

**Tools:** Salesforce, Asana, Sendible (CMS), MS Suite, Eloqua, Canva

### **Aegon** / Digital communications manager

Nov 2018 - Apr 2022, The Hague, Netherlands

Multi-disciplinary project owner at the headquarters with budgets up to €100,000.

Managed internal communications (strategy, campaigns) for key projects, including:

- Redesigning the intranet,
- Promoting financial and corporate reports,
- Launching a new employee well-being strategy,
- Developing the employer branding strategies on social media.

Developed communication concepts and coordinated creative teams (graphic design, videography, copywriting) to bring project visions to life.

Created editorial content for social media, intranet, corporate website, and internal newsletters.

- Achieved a 53% open rate for the internal newsletter.
- Significant social media growth: +2,353% followers on Instagram and +19% on LinkedIn within one year.

**Tools:** MS Suite, Canva, Adobe Premiere, Service Now, Falcon.io (CMS), SharePoint, Photoshop, Workday, Poppulo (CMS)

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### **Booking.com / Partner marketing executive - Events**

Sept 2018 - Oct 2018, Amsterdam, Netherlands

Project management support for Booking.com's largest annual partner event, 'Click,' hosting over 2,000 attendees. Management and coordination of the onsite event space, ensuring an elevated customer experience.

Tools: Excel

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## **Education**

### **Google Professional Certificate / Project management**

October 2024, Remote

### **The Hague University of Applied Sciences (THUAS) / B.A. International communications management**

Sept 2014 - June 2018, The Hague

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## **Pro-bono**

### **Christopher Cadostin / Digital marketing consultant**

Jul 2024 - Aug 2024, Paris, France

Developed a marketing strategy for a fitness business, defined a target audience, and developed an Instagram content strategy.

### **Dominique Limongy Creations / Digital communications consultant**

March 2024 - May 2024, Remote

Fully created a website, including content, SEO strategy, and overall design.

### **Evy's Vintage / Social media consultant**

Feb 2024 - May 2024, Remote

Developed a social media strategy, conducted photography, managed channels, and analyzed performance.

### **The artist outreach / Communications consultant**

Feb 2020 - May 2020, Remote

Performed a comprehensive analysis of website content, delivering a new content strategy to the client that encompassed the architecture and a refreshed copy.

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## **Hobbies**

Embroidery, bouldering, traveling (visited +20 countries, lived in 4), board games, antics (family of antic dealers and artists).