



CATHERINE MERRIN

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B2B marketing blog catherinemerrin.medium.com

LANGUAGES

English - native

French - native

German - C1 fluency

CORE EXPERTISE

- High-tech sector (high-touch SaaS and IoT solutions) across verticals and EU markets
- B2B brand-building
- Lead generation strategy
- Expansion into new EU markets
- Vertical markets: logistics, Industry 4.0, construction, fleet management/asset tracking

EDUCATION

Bachelor of Arts in Communications
McGill University - Montreal, Canada

Master of Arts in International Marketing
Regent's University, London, UK

Executive MBA (2023-2025)
ESCP Business school - Paris, France

SELECTED WORK EXPERIENCE

ZOLEO Inc - Paris, France - 11.2021 - Present
EMEA Marketing Lead

- Developed and launched marketing strategies for market entry into UK, Nordics, and DACH (currently preparing launch into French market)
- Expanded team to include two junior heads and three agencies
- Over-achieved subscription sales objectives in first full year in market in the UK by 8%

A1 Digital International - Vienna, Austria - 08.2017 - 08.2019
Cross-Functional Team Lead - IoT Solutions

- Promoted from campaign manager IoT to Cross-Functional Team Lead (12-person team) within six months of being hired
- Best-performing of three cross-functional teams (in terms of revenue generation and target achievement)
- Achieved yearly TCY objective (3 million EUR) for my cross-functional team in first six months of the year and ahead of allocated budget

pmOne Analytics - Vienna, Austria - 04.2016 - 07.2017
Head of Digital Marketing

- Increased number of customers for SaaS product by 200% (YoY 2017 vs 2016)
- 42% of IoT Starter Package customers came in as marketing leads

Marriott Hotels International - Paris, France, and London, United Kingdom - 05.2012 - 11.2014
eCommerce Marketing Manager Europe

- Promoted from eCommerce Manager France to eCommerce Marketing Manager Europe within four months of being hired. Youngest person ever to be hired into that role (age 25)

CERTIFICATIONS



Growth hacking
6-week course



Strategy and Innovation



Inspirational Leadership



Google Tag Manager
eCommerce Analytics
Digital Analytics
Mobile App Analytics
Google Ads Search
Google Ads Display
Google Ads Measurement



Google Analytics



Media Planning
and Buying

TOOLS AND PLATFORMS

- Email and marketing automation: Mailchimp, Hubspot, Marketo
- Lead management: Salesforce
- Conversion optimization and growth: Optimizely, Usability Hub, Hotjar, Crystal Knows
- Analytics: Google Analytics
- Ads, creative, and campaigns: Bannerflow, Canva, Google Ads, LinkedIn
- Webinars: Webex
- Landing page creation and management: Unbounce, Zapier