



Delphine Meunier

Global Communication & Sales Enablement Manager

With over **5 years** of experience in international Marketing and Sales Enablement **in the industrial sector**, I want to contribute to TLD's success by empowering your Sales activities and nurturing your brand.

EXPERIENCES

• Global Communication & Sales Enablement Manager, METRON — Since 2021

METRON provides an energy management and optimization system for industrials and tertiary companies.

Marketing / Communication

- ✓ Main marketing contact point for Japan, EMEA and LATAM
- ✓ Oversee the brand at the world level and guarantee its consistency
- ✓ Manage events from selection, preparation (booth, flyers...), deployment and post-actions (leads)
- ✓ Manage social medias publications and performances

Sales enablement

- ✓ Rationalize leads management and funnel (CRM, documentation, leads followup, automation...)
- ✓ Create Sales materials (decks, customer testimonials such as [Safran](#), white papers, webinars, use cases such as [airports](#)...)
- ✓ Prepare key meetings with prospects

Highlight! For the launch of METRON's alliance with **Fujitsu**, I was sent to Japan for 6 weeks to structure the Marketing foundation

• Freelance Digital Marketing — Since 2020

Freelancer for numerous clients in parallel: NGOs, International mobility; UX agency ([Choucas Consulting](#)); Real estate, Leisures ([Le Cottage du Parc](#))

• Freelance Translator FR-ENG-SPA — 2014-2021

Specialised in International Relations. I collaborated with the following organizations: United Nations, International Small Arms Control Standards; Interamerican Development Bank, NGOs...

EDUCATION

Digital Campus, Bordeaux — Certificate in Digital Marketing, 2020

Université de Montréal, Canada — Masters Degree in Public & International Affairs, 2011-2013

ADDITIONAL SKILLS

- Languages: Trilingual French, English, Spanish and notions of Chinese and Japanese
- Tools: Hubspot, Adobe softwares, Canva, Google Analytics, Search Console, Livestorm, WordPress, ChatGPT, Microsoft Office
- Fun fact! I am Franco-Canadian, and grew up in Spain!

>> **References:** Kevin LESAULNIER, Deputy Country Manage at TLD (formerly at METRON)