



Armelle JACLOT

Global Head of Marketing

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ABOUT

International Marketing Leader with **20+ years' experience**, "builder at heart", driving Go-to-Market strategies from scratch with a **360° vision across digital**, brand and demand generation. Strong digital, growth mindset, and passionate about innovation and driving marketing in the new AI age.

EXPERIENCE

HEAD OF GLOBAL MARKETING

Oct 2019 - Sept 2025

ISDI, Top Business and Technology School for the Digital Era & Salesforce Authorized Training Provider, Madrid & Paris

- **Led global 360° marketing strategy** across diverse business units, aligning marketing efforts with **B2B and B2C sales objectives**.
- Attracted, converted, and engaged audiences through **high-impact campaigns**, content marketing, events, PR, newsletters, email marketing, and web. **+28% conversion rate improvement**.
- Managed **lead generation, customer acquisition**, nurturing, and customer-centric initiatives, maximizing automation via **Salesforce**.
- Drove international expansion, establishing **strategic partnerships in France, Spain, and Mexico**.
- Boosted alumni engagement, growing the community to **12,000+ members** with a **65% recommendation rate**.
- Led end-to-end event management, delivering **80+ webinars and in-person events for C-level** executives and partners.
- Monitored and optimized campaign performance, improving ROI and driving data-informed decisions for greater marketing impact.

HEAD OF GLOBAL MARKETING

2014 - 2019

LEARNLIGHT, Edtech company, B2B SaaS solution to upskill company talents, Madrid, Spain

- Developed and executed the global **B2B marketing strategy** across the Spanish, French, UK, and German markets.
- Oversaw the **marketing team, budget, strategic planning, and brand positioning**.
- Designed and launched global campaigns to **increase brand awareness, generate and nurture qualified leads**, and **support account expansion**.
- Led the **international content strategy** across multiple formats (insights, videos, interviews) and managed a team of content writers.
- Planned and executed both **physical and online events** for key account clients, enhancing client engagement and retention.
- Conducted competitive **benchmarking** and market research to inform strategic decisions.

LinkedIn

[linkedin.com/in/armellejaclot](https://www.linkedin.com/in/armellejaclot)

SKILLS

- ✓ Expert in digital transformation
- ✓ "Hands-on" and results-driven with a high level of initiative and ability to work in a fast-paced environment
- ✓ Strong experience in B2B & B2C Marketing and growth Marketing
- ✓ Good holistic knowledge on each marketing area, from performance to technology and from brand to event management
- ✓ International profile with ability to manage a multicultural team
- ✓ Focus on business priorities and strategies
- ✓ Passionate, hard-working and highly motivated

Language

Spanish - C2

English - C1

French - native language

MARKETING MANAGER

2012 – 2014

EMLYON, top-ranked business school, Lyon, France

- Developed and implemented **targeted marketing plans** for diverse market segments.
- Managed the company's **web marketing strategy**, increasing visibility and engagement.
- Optimized campaigns to **boost brand visibility** and **lead generation +30%**.
- Managed a **global budget focused on maximizing ROI**.
- Analyzed **campaign performance** daily using analytics tools to drive improvement.

PUBLIC RELATIONS COMMUNICATIONS MANAGER

2011 – 2012

Berklee College of Music, Remote

- Coordinated and managed direct and digital relationships with **French journalists** and **entertainment media contacts** across print, radio, and online platforms.
- Developed tailored content for each media outlet, including press releases and press kits.
- Achieved a **significant improvement in SEO** and online visibility, supporting the promotion of the new Spanish campus.
- Distributed press releases and conducted detailed performance analysis of media coverage and results.

MARKETING MANAGER

2006 – 2011

ANGAGE, Event Tech company, B2B SaaS solution to digitize events, Madrid, Spain.

- Oversaw the **marketing plan and budget by sector** during the creation of the subsidiary.
- Developed the **annual Search Marketing strategy** and coordinated the deployment of AdWords campaigns.
- Measured the impact of web marketing activities on sales and tracked communication initiatives.
- **Managed external communications** across media contacts, radio, web, newsletters, TV, social media, advertising, e-publishing, and events.

EDUCATION

International Digital Business Seminar

2022 – 2022

Harvard University, Boston, U.S.

Master in Marketing and European Management

2004 – 2006

IDRAC Business School, Lyon, France

International Exchange

2004 – 2005

CIS University, Madrid, Spain

Bachelor in International Business

2003 – 2004

Mälardalen University, Västerås, Sweden

Degree in Administrative & Commercial Management

2001 – 2003

University Jean Moulin - Lyon 3, Lyon, France