



ROMANE BÉCHET

Senior Manager - Customer Advocacy



7+ years' experience in marketing in
B2B Tech SaaS companies

+33 6 36 40 34 31
romane.bechet2@gmail.com

EDUCATION

GRENOBLE ÉCOLE DE MANAGEMENT

Master 2 Marketing & Management

UNIVERSITÉ DE GRENOBLE

Bachelor's degree in philosophy

IUT DE SCEAUX

DUT 2-year diploma

SKILLS

- Microsoft certification: Pack Office; Word, PowerPoint & Excel 2016.
- Google certification: fundamentals of digital marketing.
- Germainal: copywriting.
- HubSpot certification: Inbound Marketing.
- WordPress, Canva, Wix, Figma, HubSpot, SEMrush, Ahrefs, Brevo, Notion, Slack, Slite, GA4, Metabase, Asana, Brevo, PIM/DAM, Amplitude.
- Languages: native French, fluent English (IELTS: 7).

HOBBIES



Philosophy
Sociology



Lynch,
Maiwenn,
Ozon...



Transfert,
Brise glace

EXPERIENCE

● MARKETING LEAD - LEMLIST

since March 25

- Partner with customer success, sales, and leadership to understand pipeline priorities, highlight key wins, and track implementation milestones to uncover next-best customer advocates.
- Develop strong customer relationships by serving as an extension of our marketing teams and bringing their stories to life.
- Educate and engage stakeholders by promoting customer advocacy programs, leading user groups, executive roundtables, and advisory boards, while aligning internal teams and partners.
- Create and manage customer content and engagement plans by delivering case studies, videos, blogs, webinars, and other assets that showcase customer success.
- Challenge traditional B2B marketing tactics with innovative approaches, track initiative performance, and apply data-driven improvements to strengthen advocacy and scale impact.

● SENIOR CONTENT MARKETER - AGORAPULSE

March 24 - Feb 25

- Manage the Content Marketing team and ensure ultimate content quality and availability on the Agorapulse content ecosystem.
- Partner with customer success, sales, and leadership to understand pipeline priorities, highlight key wins, and track implementation milestones to uncover next-best customer advocates.
- Lead initiatives that foster advocacy, including customer reviews, referral programs, and success stories. Partner with key customers to gather and incorporate valuable product feedback.
- Create and manage customer content and engagement plans by delivering case studies, videos, blogs, webinars, and other assets.

● CONTENT MARKETER - QUABLE

Apr 22 - March 24

- Execute and develop the content marketing strategy aligned with the customer journey by producing various content: email sequences, blogposts, newsletters, case studies, e-books, videos, webinars to drive market awareness and solution adoption.
- Track and analyze our content performances using our KPIs and suggest relevant recommendations to improve our strategy.

● HEAD OF MARKETING - AXOKIT

Sep 21 - Apr 22

- Produce content: articles, advertising campaigns, website & SEO optimizations, landing pages, social media content, newsletters...
- Manage the social networks and create content for each platform: our blog, TikTok, Facebook, Instagram, and LinkedIn.

● WRITER & SMM - MOREGREEN (REMOTE)

June 21 - Jan 23

● MARKETING PROJECT MANAGER - SEPHORA

Aug 20 - Feb 21

● MARKETING PROJECT MANAGER - DIOR

Jan 19 - Jul 19

● MARKETING & SOCIAL MEDIA MANAGER - PRINTEMPS

Jul 18 - Dec 18