

MAURANE BETTIN

Group Marketing Manager

Nancy, France | Relocation: Chambéry area (France)
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PROFILE

B2B Marketing Specialist (5+ years) dedicated to digital transformation and industrial profitability. Hybrid profile combining global management and technical execution (MOps, Web Architecture). Proven ability to design Data ecosystems (Power BI), automate sales workflows to eliminate low-value tasks, and manage international event budgets (€1M). Bilingual (French/English).

PROFESSIONAL EXPERIENCE

HYDRO LEDUC (International Industrial Group)

B2B Marketing Manager | 2023 - Present

Marketing management for 3 group entities and international coordination.

- **Data architecture & web pipeline:** Full automation of the web acquisition workflow (Gravity Forms, Webhooks, Power Automate, Teams dispatch). Deployed a mini-CRM using Power BI to reconcile this data with GA4, restoring financial traceability for 100% of leads (+900 secured opportunities).
- **Automation & processing ("Speed to Lead"):** Deployed the SnapADDY digitalization app for 19 sales representatives. Integrated 1,740+ qualified contacts in 15 months, eliminating one week of manual data entry per event for the administrative team.
- **Web architecture & management:** Technical oversight of 7 multilingual websites (FR, EN, DE, IT, ES). Internalized the development of 363 pages (Hydro Leduc, P2i, EL MOTION), eliminating financial dependency on external agencies.
- **Event management (€1M Budget):** Global coordination of the 85th-anniversary week (4 events, 6 service providers, 975 participants). Managed worldwide trade shows (Bauma, Agritechnica, IAA, Conexpo, Elmia, Eurosatory, etc.).
- **Acquisition & engagement:** Managed B2B email campaigns (open rates from 40% to 65%, unsubscribe rate <0.5%). Achieved +77% organic LinkedIn growth (from 3,000 to 5,320 followers).
- **Operational management:** Recruited, technically trained, and supervised junior profiles (work-study students) to support the department's structuring.

MARKETWINS (Independent Consultant)

Digital Strategy & Web Architecture Consultant | 2021 - 2023

Technical and strategic development for SMBs and craftsmen.

- **No-code web development:** End-to-end design of 12 websites (WordPress/Elementor Pro), technical SEO optimization, and GDPR compliance.
- **Design & management:** Created complete visual identities (Adobe Creative Suite). Handled prospecting, negotiation, and project profitability management.

GESTION SERVICES 17 (B2B Services)

Digital Marketing Project Manager | 2019 - 2021

Created and structured the marketing department.

- **Acquisition:** Built the web ecosystem (30+ pages), deployed an SEO strategy (1st-page ranking), and executed multi-channel prospecting campaigns (email and phone).
- **Management:** Supervised and managed the assignments of 4 junior profiles over various periods, including 2 Full-Stack developers.

STACK

- **Data & tracking:** Power BI (Data modeling), Power Query, Google Analytics 4 (GA4), GTM.
- **Artificial Intelligence:** Advanced Prompting (DAX code generation, logical queries).
- **Marketing Operations (MOps):** Power Automate, Webhooks, Gravity Forms, SnapADDY.
- **Web Architecture:** Hostinger, WordPress, Elementor Pro, SEO.
- **Design & creation:** Adobe Creative Suite (InDesign, Illustrator, Premiere Pro).

EDUCATION

- **Master in Marketing & Sales** - Excelia Group, France (2021)
- **Bachelor in Business & Marketing** - IT Sligo, Ireland (2018)
- **Associate Degree in Business** - Nancy-Charlemagne University Institute of Technology, France (2017)
- **Grant Funding (€25,000 secured)** - Co&Work (2019)