

Baptiste LEFEVRE

MARKETING & COMMUNICATION MANAGER

Senior Field & Event Marketing | 360° vision: Field · Demand Gen · Sales · Digital · Content

12+ years in Marketing, Communications & Business Development across start-ups, scale-ups and established groups, mainly in Tech, the technology industry and Energy (solar PV), and as a freelancer for major retail brands. A dual Marketing & Sales background, from Digital to Field Marketing, to turn visibility and engagement into leads, pipeline and measurable growth.

KEY FIGURES

+100

B2B & B2C trade shows
France, Europe & Overseas Territories

+50

live B2B webinars
60 to 120 live attendees per session

+10

large-scale events
50 to 300 attendees

+80

field marketing activations
street marketing & retail activations

Event budget France & Europe: ~€350K/year

→ Business generated: ~€750K/year

Event budget France & DROM: ~€200K/year

→ Business generated: ~€3M/year

VIDEOS OF SELECTED PROJECTS



Carrefour award ceremonies
3 videos · Sports Clubs



Trade shows
2 videos · Speechi



Partner seminar
1 video · Speechi



Webinars
2 videos · Speechi

PROFESSIONAL EXPERIENCE

Senior Field & Event Marketing Manager, Group - France & Overseas Territories (DROM)

Austral Groupe Énergie | Jan 2026 - present | Paris - Amiens - France - Réunion - Martinique - Guadeloupe - Mauritius - Belgium

- Defined and led the Group's field and event marketing strategy: goals, budgets, calendar, activation priorities, messages and KPIs.
- Delivered trade shows, B2B/B2C events, retail exhibitions, partnerships and field activations to grow awareness, leads and commercial opportunities.
- Aligned sales, growth, communications and local teams; tracked leads → meetings → quotes → signed → cash collected, held field debriefs and analysed performance.
- Managed vendors, schedules and visibility assets; recommended the best formats, locations, sales profiles and performance drivers.
- Multichannel demand generation (email, social media, webinars, digital campaigns) and integration of generative and agentic AI (ChatGPT, Claude) into workflows; HubSpot and ClickUp.

RESULTS: France & DROM: ~€200K/year event budget → ~€3M/year in business generated.

Senior Event Project Manager - Direct Marketing - Communications - Freelance

Freelance | Apr 2024 - Jan 2026 | Lille - Paris - France

- Advised on and managed nationwide B2B/B2C activations: recommendations, client briefs, budgets, production, vendors, field teams, content and reports.
- Carrefour Club de Sport programme: twelve months of monthly in-store activations and award ceremonies; managed event delivery, production and operations.
- Carrefour, Pichet Immobilier, PAPATO and MATCH projects via GOCAD Services: designed activations, coordinated delivery, negotiated with suppliers, tracked field work and analysed results.

Business Manager France - Freelance

Conen Group (Sep 2024 - Aug 2025) then BalanceBox EMEA (Aug 2025 - Dec 2025) | France - Germany - Netherlands

- B2B business development: prospecting, qualification, meetings, proposals, negotiation, closing and partner development; CRM, reporting and pipeline tracking.
- Attended trade shows and partner days to strengthen commercial presence, create opportunities and support conversion.

Event Manager & Operational Marketing Manager - Europe

Speechi | May 2017 - Dec 2023 | Lille - Paris - France - Europe

- Progressed from web and operational marketing (2017-2019) to Event Manager France (2019-2020), then created and led the European event strategy (2021-2023).
- 15 to 20 major trade shows/year, 1 partner/distributor event per year and ~12 webinars/year (~150 registrants and ~90 attendees per session); leads, coordination with sales, partners and vendors, and ROI measurement.
- SEO/SEA, CRM, marketing automation, email campaigns, content, WordPress/PrestaShop, e-commerce, configurators and digital campaigns.
- Coordinated agencies, vendors, partners and distributors; developed sales materials, tracked leads and analysed performance.

RESULTS: France & Europe: ~€350K/year event budget → ~€750K/year in business generated.

Marketing & Communications Officer - France

Pause V.I.Pee | May 2014 - Apr 2017 | La Madeleine - France

- Online and offline marketing: WordPress/PrestaShop, SEO, Google Analytics, CRM, newsletters, content, social media, communications plans and events.
- Created and delivered campaigns, managed digital channels, tracked performance and coordinated communications.

Sales, Merchandising & Food and Beverage - United States

Walt Disney World | Jan 2013 - Jun 2013 | Orlando, Florida - United States

- International experience in a demanding, multicultural setting: customer service, sales, merchandising, service standards and teamwork.

EDUCATION & TRAINING

Master's degree (MMCI) - Management, Marketing & Integrated Communications

Groupe Maestris Sup Lille | Oct 2014 - Jul 2016

Bachelor's degree - Business, Marketing, Management & Administration

ESC Amiens - ISAM Amiens | Oct 2009 - Jun 2014

Degree in International Marketing

Xinjiang Polytechnique College of Shanghai - China | Feb 2014 - Apr 2014

Degree in International Business and Marketing

Kean University of New Jersey - United States | Sep 2012 - Dec 2012

French Baccalaureate (Economics and Social Sciences)

Lycée Saint-Riquier Amiens | Sep 2006 - Jun 2009

CONTACT

- 📍 Lille - Paris - Amiens - Northern France - Available across France and internationally
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- 🚗 Driving licence (Category B)

LINKS

- 🌐 LinkedIn
- 📁 Portfolio
- 📖 Book

EXPERTISE

FIELD, EVENTS & DEMAND GEN

- Field marketing & on-site activations
- B2B / B2C events & sponsorship
- Lead generation & webinars
- Inbound / outbound

BUSINESS & PERFORMANCE

- Business development & sales alignment
- Pipeline & conversion
- Budgets, KPIs & ROI
- Negotiation & follow-up

DIGITAL MARKETING

- Operational marketing & CRM
- SEO / SEA & web marketing
- Email campaigns & content
- E-commerce & product marketing

MANAGEMENT

- Project management
- Cross-functional & team management
- Team & vendor coordination
- Partners & suppliers

TOOLS & AI

- HubSpot - Salesforce - Pipedrive - Zoho
- ClickUp - Monday - Trello - Asana - Notion
- WordPress - PrestaShop - Adobe - Canva
- Microsoft 365 - Google Workspace
- Generative & agentic AI: research, analysis, content, automation and workflows with ChatGPT & Claude

LANGUAGES

- French - native
- English - professional fluency - C1
- Spanish - intermediate

INTERNATIONAL

- Walt Disney World - Orlando, USA
- Studies - Shanghai, China
- Studies - New Jersey, USA
- Markets: Europe, France & Overseas Territories

INTERESTS

- Family & friends
- Travel & meeting people
- Film & music
- Sports & culture
- Energy & the energy transition
- Artificial intelligence & robotics