Alice Weulersse

500 Shepard St, Lansing MI 8912 − +1 (517) 356-5108

[LinkedIn Profile](http://www.linkedin.com/in/alice-weulersse) - [alice.weulersse@gmail.com](mailto:alice.weulersse@gmail.com)

*Authorized to work in the United States without sponsorship.*

PROFILE

Marketing & Communications manager with 12 years of international experience in three industrial sectors (automotive, aerospace and energy).

Multi-lingual (English, French, German), hardworking, highly organized, efficient and target driven. Expertise in the full go-to-market strategy (from marketing strategies to sales) for medium and multinational companies.

In the past 12 years, I have developed transversal knowledge of a broad range of aspects within a company/organization.

CORE COMPETENCIES

* Go-to-Market strategy (marketing plan, product management, pricing, promotion and sales)
* Communications strategy (community management, media planning, budget, content creation, event organization, website development)
* Presentation skills (Microsoft Office, G-Suite, Canva)
* Intercultural Management (teams up to 40 people)

PROFESSIONAL EXPERIENCE

**Anza Entrepreneurs Tanzania 06/2022 – 04/2023**

Business Accelerator Program, NGO

**Communications Manager**

* Developed the communications strategy for Anza and Anza Growth Fund
* Created content for all communication (1 newsletter per quarter, 4 social media posts per week, weekly emailing, annual report)
* Created new website
* Developed 3-year fundraising strategy for both Anza & its Growth Fund with objective to raise $3M
* Secured $100,000 and 3 new partnerships for Accelerator programs in 2023

**Silverleaf Academy Ltd. Tanzania 01/2021 – 12/2021**

Education Company, nonprofit organization with 2 schools in Tanzania that supports efficient and affordable private education

**Marketing and Operations Manager**

* Managed a team of 6 team leaders, 40 people overall in 2 different locations
* Created new processes and controls: time management strategy, HR manual, IT training
* Created content for marketing strategies: social media posts, annual report, newsletters, updates of website
* Developed the global company strategy (marketing, business development)
* Opened a new school site (rental agreement, operations for the move, financial analysis)
* Improved the enrolment by 50% and created Community programs

**Stellantis France 07/2016 – 12/2020**

Worldwide Car Manufacturer

**Communications and Business Development Manager B2B**

* Led an $8.5M annual budget for brand management.
* Managed 2 communications agencies (content creation and media planning)
* Spearheaded quarterly commercial promotions for vehicles, including Research, outreach, pricing, margin calculations)
* Defined and implemented the annual media planning: media mix, ATL, BTL
* Organized corporate events and international tradeshow.

**Senior Product Manager B2B**

* Developed the product life of Ducato (70%) of the brand volumes): margin, prices, sales objectives
* Negotiated and signed $5.5M contracts with suppliers to increase sales in converted vehicles
* Led the salesforce training
* Presented the product strategy during corporate event

**ADHETEC Germany 11/2014 – 06/2016**

Company based in South France, specialized in adhesive solutions for the industry (aeronautics, automotive, transport)

**Sales Area Manager Europe B2B**

* Won the Airbus 5-year contract ($8.5M per year)
* 2015 turnover: $700k 🡺 160% of objectives & 2016 turnover: $1.5M 🡺 100% objectives

**Stellantis Germany 06/2012 – 05/014**

Worldwide car manufacturer

**Product Manager**

* Ran market and competition analysis
* Led the launch of new product C4 Picasso: product definition, pricing, sales reporting, communication strategy
* Checked and validated the product catalogues
* Led the launch on new special series for SUV range

**ENGIE France 01/2010 – 04/2012**

Worldwide gas and power producer and supplier

**Market Manager B2B**

* Managed the direct marketing team
* Launched the direct marketing program ($300k annual budget, 25 campaigns for the first year)
* Wrote the 3-year marketing plan for Industry and Agriculture customers.
* Developed a new process for CRM and improved customer data quality

EDUCATION

**Master’s degree** in business management

**Master of Science** in marketing and business development France 2007 - 2011

COMMUNITY INVOLVEMENT & SPORTS

Volunteer – Fairtree.org Tanzania & USA 2022 – present

Nonprofit in reforestation in Eastern Africa

Strategy and marketing operations (content creation, HR process and hiring)

Volunteer - Silverleaf Academy Ltd. Tanzania - 2021

Sports - Competed in horse riding dressage and eventing France 2005 – 2020