

Oriane Masson

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France → Ready to relocate overseas

[Oriane Masson | LinkedIn](#)

SUMMARY

With 7 years in B2B sales and over 4 years in Cybersecurity (SaaS), I have a proven history in Business Development and Digital Marketing. I focus on driving business growth, building strong client relationships, and organizing successful events.

Let's connect to see how I can help achieve your business goals!

[Here is a brief video presentation of my skills!](#)

EXPERIENCE

VigiTrust – HQ in Ireland & Support Offices in the United States and France
(SaaS cybersecurity solutions)

March 2020 – July 2024

Customer Success Manager

- Managed email campaigns and newsletters aimed at senior executives
- Designed and created a variety of marketing material, including newsletters, brochures, videos, case studies, and promotional content, aligning with company branding.
- Led community management efforts and promoted the company's activities across social networks, increasing engagement and visibility.
- Managed the company's website (WordPress), including content creation and updates to ensure relevant and timely information for clients and prospects.
- Developed long-term relationships with clients, ensuring their understanding of the technical aspects of the cybersecurity SaaS solutions.

VigiTrust Global Advisory Board Responsibilities as Lead Organizer

- Organized and managed monthly events, including a major annual event bringing together over 50 speakers from around the world, coordinating all event aspects.
- Developed and implemented promotional strategies through email campaigns, social media, and networking.
- Identified and contacted potential speakers, managed their participation, and handled all logistics.
- Created event agendas aligned with participants' goals and expectations.
- Recruited new members, conducted interviews, and maintained ongoing follow-up (the number of members tripled to 400 of the world's top cybersecurity experts by 2024).

Bouygues Energies & Services - Geneva, Switzerland
(Energy and electrical industry)

July 2019 – August 2019 (Temporary contract)

Sales Assistant

- Greeted clients and served as the main point of contact, managing emails and phone calls while utilizing sales skills to respond effectively.
- Organized client appointments and facilitated communication between various departments within the company to address client requests.

Hays – Geneva, Switzerland

July 2018 – November 2018 (Internship)

(Recruitment and headhunting agency)

Associate Consultant

- Selected talent pools and conducted bilingual (French and English) interviews for a comprehensive assessment of candidates.
- Guided candidates in preparation for final interviews with client companies.
- Negotiated with clients for new leads, ensuring that job requirements and expectations were clearly understood.

Devis.ch – Nyon, Switzerland

April 2018 – June 2018 (Temporary contract)

(Comparative web in the construction industry)

January 2016 – July 2016 (Internship)

Sales Representative

- Cold called to set appointments with a portfolio of construction companies.
- Maintained long-lasting, successful relationships with customers.
- Negotiated commercial contracts and managed new customers.

Antipode Productions – Noumea, New Caledonia

March 2017 – August 2017 (Internship)

(Communications, marketing and press relations agency)

Business Developer

- Cold called to set appointments with companies across all sectors.
- Negotiated commercial contracts and implemented communication and marketing strategies with customers.
- Maintained long-lasting relationships with customers.

Wonderbox – Several Regions, France

Sep 2016 – Feb 2017 (Internship)

(Leisure, Tourism and experience gifting)

Assistant Sales Area Manager

- Controlled product presence in mass retailers through effective merchandising strategies for product visibility.
- Executed promotional operations negotiated with major retail distributors.
- Managed stock levels and facilitated order management.

EDUCATION

SKEMA Business School: Master's degree in Entrepreneurship & Innovation

Sept. 2014 – July 2019

Sophia Antipolis, France and Suzhou, China

- Ranked by the Financial Times as 5th French business school and 20th Exec 2023
- Ranked by Forbes as one of the top 10 entrepreneurial programs in 2020

Main courses: Sales Strategy, Business Development and Negotiation Skills, Marketing and Innovation...

SKILLS

Languages:

- ✓ French (Native), English (Fluent and certified), Spanish (Proficient), Mandarin (Beginner)

Other skills: Microsoft Office, Canva, Pipeline Deals, ZoomInfo Sales OS & Suite, LinkedIn Navigator, Nifty Quoter.



Currently undergoing cybersecurity certification with ISC2 (International Information Systems Security Certification Consortium)

Main courses: Business Continuity, Disaster Recovery & Incident Response Concepts, Access Controls Concepts, Network Security & Security Operations

INTERESTS

- Singing (several amateur concerts)
- Hiking (ascent of Mount Emei in China, 3,099 meters above sea level in 2 days)
- Reading (mainly books in English)
- Horse Riding (cross-country and trekking)