

Chloé Demeunynck

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San Francisco, CA

Experience

Digital Key Account Manager

Newell Brands

October 2019 - June 2020 (San Francisco, CA)

- Recruited internally to join Newell sales team; responsible for managing a portfolio of consumer products on the largest client account (\$80m annually).
- Drove market share, sales, and profits across Walmart.com accounts by leveraging data and metrics around financial, brand, and shopper trends.
- Strengthened customer relationships and increased book of business by educating buyers on product features, insights, and upcoming innovations.
- Built promotional plans for Infant Care brands (NUK, Graco) to optimize ROI.

Internal Communications & Events Manager

Newell Brands

May 2017 - October 2019 (New York, NY)

- Partnered with senior leaders to create global internal communications strategies, develop aligned messaging, and advise on best practices
- Promoted to manage and scale a corporate events team that was previously outsourced to an agency; oversaw all hands, town halls, webcasts & off-sites.
- Developed & executed a 90-day Transition Plan for incoming CEO with global communication touchpoints, engagement/visibility opportunities and key messages.
- Managed distribution of company-wide communications (30,000 employees).
- Launched Earnings Explained, a CFO-led global webcast aimed at providing transparency around the company's quarterly financial earnings results.
- Supported content development and user adoption strategy for the launch of a new mobile communication channel. After two years, published 2.4k pieces of content and saw 7,939 employees use the app with an 83% retention rate.

Associate Account Manager

Mountain View Group

January 2015 - April 2017 (Atlanta, GA)

- Managed strategic communications, production, and design campaigns for clients including Newell Brands, Coca-Cola, IHG, and CSM Bakery Solutions.
- Established cross-functional design teams and managed entire project lifecycles including scope, budget, timeline, and creative direction.
- Promoted from Assistant Account Manager within the first year.

Additional Experience

Publicity Assistant, Caren West Public Relations (Summer 2013)

Marketing & Communications Intern, Travis Taddeo (Summer 2011)

Education

McGill University

Monreal, Canada

Graduating class of 2013

B.A. in Psychology

Double Minor in Behavioral Sciences & Hispanic Languages

Coursework in International Business and Advanced Statistics

Skills & Interests

- Fluent in French and conversational in Dutch & Spanish
- Technical skills: Jira, Benevity, SocialChorus, PowerPoint, Excel, Four Winds
- Completed an intensive six-week visual design course at General Assembly
- Completed Project Management Professional (PMP) Certification
- Windsurfer-in-training, skiing, jewelry design, 2x marathon finisher

