

MARIE PERRUCHET

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SUMMARY OF QUALIFICATIONS

Experienced Marketing and Communications Professional at Technology Startups. Deep expertise in developing content, corporate storytelling, and executing media pitches. Advised and delivered best communications strategies for tech startups and corporations. Former journalist, with strong media relations. Published author with McGraw-Hill of highly reviewed, "One Perfect Pitch, How to Sell your Product, your Idea, your Business or Yourself".

PROFESSIONAL EXPERIENCE

BAIN & COMPANY

Practice Editor

2018-present

Work with Partners and Consultants to publish Bain's thought leadership insights on multiple industries

ONE PERFECT PITCH COMMUNICATIONS, a communications consulting agency

2010-2017

Founder

Served as Head of Communications for multiple startups. Developed voice, narrative and content. Managed vendors including filmmakers, designers, and editors.

- Led executive communication strategies for startups (500 Startups, European and Asian incubators) and established corporations (LinkedIn, Netflix, Marriott, Airbus, Autodesk).
- Created integrated digital content for website and mobile content, social media, webinars and video blogs resulting in 25% rise in company SOV.
- Worked with C-Suite executives on developing leadership presentations for TEDx Talks, keynotes, and board of directors meetings.
- Supported cross-functional teams in developing written materials

BRITISH BROADCASTING CORPORATION (BBC), the leading British public service broadcaster

Journalist, Shanghai

2006-2009

Reported extensively on business and political news stories, and established a solid network of local media and public organizations across Asia.

- Gained deep understanding of high-context Asian cultures and their communication style.
- Recognized as top performer for fast response and turnaround time.
- Collaborated with various reporters from different outlets on China stories.
- Proven ability to deal with uncertainty and ambiguity.

PROFESSIONAL EXPERIENCE (continued)

RADIO FRANCE INTERNATIONALE, leading French world news radio with international news round-the-clock

Journalist, New Delhi

2004-2005

Highly-trusted news correspondent for European radio, print and video news media. Stories have appeared in Radio France, Radio Canada, TV5, France 2, Cadena Ser, Deutsche Welle, Ouest-France, La Liberté, Libération, France 24.

- Contributed news, featured around the news cycle. Never failed to meet a deadline.
- Tailored content for various regional audiences.
- Consistently singled out among reporting staff as most prolific writer and highly productive story contributor among reporting staff writing 21 articles a month.
- Edited complex material from sounds, photos and words turning them into compelling stories.

RADIO FRANCE, the leading French radio broadcasting organisation

Journalist, Brussels

2003-2004

Interviewed high-ranking politicians President Sarkozy, Hillary Clinton and Kofi Annan and contributed to expand positive European Union coverage.

- Gained deep understanding of European journalists and institutions.
- Pitched, reported and produced feature, analysis and breaking audio news.

- Found unexpected angles on stories and covered a diverse range of subjects from murders to European elections.
- Earned repeated commendations for positive team spirit.

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EDUCATION

MA, MICHEL DE MONTAIGNE BORDEAUX III, France

- Degree in Journalism and Communication.
- Master's thesis on "Examining how media coverage creates a new narrative for European Union institutions".

BA, MICHEL DE MONTAIGNE BORDEAUX III, France

- Degree in Journalism and Communication.
- Galatasaray University, Istanbul, Turkey 6-month student exchange program in Communications (First and only student from French school to leave for Turkey).

LANGUAGES

- French: Native fluency.
- English, Spanish: Bilingual proficiency.
- Chinese: Limited working proficiency (Shanghai Jiaotong University International Studies. First student to try the Mandarin Language program in French high school 98)

TECHNICAL SKILLS

- SEO, Final Cut Pro, WaveLab, Sound Forge, InDesign, Photoshop, HTML Basics, Keynote, PowerPoint.

COMMUNITY INVOLVEMENT

- Won division in 2017 Jiu-Jitsu competition, 6 months after began training.
- Student of Krav Maga. Martial arts, learning reacting under pressure, focus and extreme efficiency.
- High School Badminton National Champion 1999 and continued lover of all things with a racket.