



Chloé Klippert

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I'm mainly interested in the entertainment, sports, hospitality and retail industries. Passionate about events, business development and operational marketing, I have solid experience in organising large-scale events, coordinating teams, creating impactful content and managing global projects. I'm rigorous, responsive and have excellent interpersonal skills, so I'm keen to take on new challenges and develop new skills! I'm now looking for a job as a *Marketing Project Manager (Event - Operational - Sales)* !

Professional Experiences

Sephora SAS - LVMH

Paris, France

Axes & Axes Communities Sephora University Project Manager Assistant

July 2024 - December 2024

- Oversaw the logistical and operational management of a development programme, Beauty Masters EME, in Paris for 80+ international beauty professionals, working with luxury brands and renowned speakers, achieving a 95% satisfaction rate. Developed an event planning guide, streamlining processes and reducing preparation time for future initiatives by 15%.
- Managed 4 Sephora Axes Communities (Fragrances, Make-up, Haircare, Skincare) across EME, overseeing group communications, event guidelines, training packages and certifications, travel arrangements, and personalised gifting.
- Conceptualised, designed, and animated Sephora training programmes using LMS software and digital teaching tools, creating attractive on- and offline learning content to nurture the expertise of retail and beauty consultants along new product launches and brand activations (e.g. *Train The Trainer*, kick-offs, etc.).
- Redesigned Sephora PRO TEAM materials (portfolio, promotion and PR event briefing templates) and supported high-profile events (e.g. *SEPHORiA*, *Feel Good by Madame Figaro*, *Tomorrowland Winter*), boosting brand presence and driving a 30% increase in social media reach.
- Managed the Instagram account: event content strategy, writing, publishing and reporting, with an increase from 13.6K to 14.3K followers in 3 months.

Studied International

Maastricht, Netherlands

Business Development and Marketing Coordinator - remote freelance

February 2024 - April 2025

- Designed and implemented of interactive events (on- and offline workshops), from client brief to post-production, in connection with academic issues, tailored to our partners' members.
- Conducted market research and development of strategic communication plans to establish and strengthen relationships with B2C and B2B partners.
- Developed partnerships (15 new agreements in 7 months) in the Netherlands, raising awareness around the company and contributing directly to its commercial growth.
- Developed promotional content tailored to the needs and different digital platforms of potential and existing partners (web / social media / traditional advertising / mailing)

Maastricht University SBE Marketing and Communication

Maastricht, Netherlands

Social Media Assistant and Student Influencer & Ambassador

August 2023 - July 2024

- Created and managed engaging content for *Maastricht University SBE's* social media channels to enhance digital presence and community engagement.
- Represented *Maastricht University SBE* at events (e.g. *Open Days*) to provide information to prospective students and families.
- Mentoring 30 first-year students, providing a point of contact and advice to ease their academic and social transition.

SCOPE Maastricht

Maastricht, Netherlands

External Relations Manager Singapore Experience Trip 2024

July 2023 - February 2024

- Negotiated partnerships with over 10 APAC-based companies, increasing engagement and international collaborations by 35% around the region.
- Coordinated cross-functional teams (e.g. *SBE Alumni* and *International Relations Office*) to strengthen strategic alliances and collaborative efforts.
- Contributed to the growth of *SCOPE Maastricht* by strengthening existing partnerships and creating new opportunities for international cooperation.

SCOPE Maastricht

Maastricht, Netherlands

Marketing Commissioner and Board Member

July 2022 - July 2023

- Managed a community of 150 active members and 5,000 passive members, ensuring engagement and alignment with association goals.
- Led the rebranding of SCOPE Maastricht, creating a new corporate identity that increased brand awareness and strengthened relationships with partners.
- Spearheaded multiple marketing campaigns across digital and traditional channels, resulting in a 54% growth in social media following.
- Piloted events such as *Maastricht Business Days*, with 600+ guests and 60+ partner companies (set-up / communication / logistical support / post-production).
- Organised SCOPE's volunteering trip, combining community service and student engagement to enhance the association's humanitarian impact.

Key Competencies

Languages: Native French / English C2 / Dutch A2 / Spanish A1

Programmes: Adobe Creative Suite / Asana / CorefaBuyer (budgeting) / Google Ads / LMS / Mailchimp / Meta Business / Microsoft Pack Office / Notion / Social Media / Webflow

General: analytical mindset / attention to detail / collaborative spirit / communication / creativity / curiosity / initiative-taking / interpersonal skills / proactive / strategic planning

Academic Background

Maastricht University School of Business & Economics

Maastricht, Netherlands

M.Sc. *Strategic Marketing (International Business)*

Maastricht University School of Business & Economics

Maastricht, Netherlands

B.Sc. *International Business - Marketing Specialisation* (with a semester at Aston Business School, UK)

Cariboo Hill High School

Vancouver, Canada

Gap Year Abroad (AP Economics 4,5/5 and BC Provincial Exam)

References

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