



CONTACT

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LinkedIn
Scan to connect



1009 Pully, Switzerland

SKILLS

Project Management

360 Marketing Campaigns

Communication

Digital Marketing

Event Management

Salesforce

HubSpot

MS Office

LANGUAGES

French	Mother tongue
English	Fluent
Spanish	Intermediate
Italian	Beginner

INTERESTS 🐾

Positive psychology, fiction literature, half-marathon running, and yoga. An avid traveller and lifelong animal lover, with two adopted cats at home.

Jade Eyraud

EMEA Marketing Manager

EMEA Marketing Manager at Flyability, leading regional marketing strategy and execution across campaigns, events, and partnerships for indoor drone inspection solutions. With 10+ years across marketing, communication, sales, and project management, I enjoy working with cross-functional teams and partners to drive shared goals. Having built my career between Paris and London, and based in Lausanne since 2023, I bring strong cultural awareness, adaptability, and a collaborative approach to international environments.

EXPERIENCE

EMEA Marketing Manager

Nov 2023 – Present

Flyability · Paudex, Switzerland · Automation Machinery

- Develop and execute the EMEA regional marketing strategy aligned with sales targets, supporting CHF 13.2M regional revenue goals.
- Drive pipeline growth through lead generation, conversion optimisation, and localised campaigns across EMEA markets.
- Build and manage the EMEA marketing roadmap with product, content, demand generation, and sales teams.
- Lead regional events, reseller marketing relationships, and strategic partnerships, with a focus on the Nuclear industry.
- Manage regional marketing operations, KPI reporting, stakeholder communications, and annual budget.

Retail Account Manager

Apr – Nov 2022

TerraCycle Europe · London, UK · Environmental Services

- Managed a B2B client portfolio, leading the development and execution of recycling programmes at major European retailers.
- Partnered with key stakeholders to ensure best-in-class implementation of brand activations.
- Built post-programme performance analysis and made recommendations for retail revenue growth.
- Worked cross-functionally with Account Management, Sales, Operations, Materials, Marketing, PR, Legal and Finance, also at Global level.

Marketing Project Manager

May 2021 – Mar 2022

TerraCycle Europe · London, UK · Environmental Services

- Managed B2C and B2B digital marketing campaigns to promote TerraCycle's services.
- Launched free national recycling programmes and led brands' marketing plans.
- Monitored marketing surveys and reports, adjusting strategy to market specificities.
- Met project requesters to translate briefs into feasible deliveries, working with Creative, Content, Digital, Account Management, and Sales.

Retail Marketing Coordinator

Aug 2019 – Apr 2021

Clinique · The Estée Lauder Companies · London, UK

- Delivered retailers' strategy with a 360° approach for all activations on the marketing calendar.
- Led the development of promotions across all retailers; designed locally produced POS material and managed print buying.
- Implemented cultural life moments (e.g. Lunar New Year) and organised bi-annual key retailer and sales meetings.
- Worked cross-functionally with PR, Sales, Social Media, CRM, E-Commerce, and VM; managed budget.

EDUCATION

Master, Luxury Brand Management

Sep 2010 – Dec 2012

Paris School of Business · Paris, France

Bachelor, International Business Management

Sep 2009 – Jun 2010

London Metropolitan University · London, UK

Bachelor, Business Administration

Sep 2007 – Jun 2010

Paris School of Business · Paris, France