



# Business development, Partnerships & Events

Opportunity Hunter Freelance

Strategic deal hunter - Creator of tailor-made experiences - Demanding designer and leader of ambitious projects - Builder of lasting relationships

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## MY 3 PILLARS

### 1/ STRATEGIC BUSINESS DEVELOPMENT



Solid experience turning intentions into concrete deals, and prospects into lasting partners.

### 2/ HIGH VALUE-ADDED PARTNERSHIPS



A clear vision of relationships, combining mutual benefit and shared goals, to turn strategic connections into growth drivers.

### 3/ COMPLEX PROJECT ORCHESTRATION



Meticulous coordination, from logistics to communication and budgeting, for seamless delivery from brief to launch.

# MY DRIVING FORCES



## **Creating real connections**

Connections as a compass: aligned profiles, right expertise, perfect timing.



## **Engage where it matters**

Dedicating energy to bold projects and ideas that break boundaries.



## **Designing unique experiences**

Business-driven creativity: captivating and engaging formats.

## HOW CAN I HELP ?

### **Commercial strategy & development**

Identify the right business drivers, qualify prospects and close high-potential deals.

### **Building lasting collaborations**

Negotiate, structure and activate long-lasting partnerships tailored to the needs of each party.

### **Activation and visibility**

Promote your projects through creative activations, engaging content and strategic media coverage.

### **Designing tailor-made formats and offers**

Design original setups: commercial offers, collaborative games, seminars or event activations.

### **Coordination of complex projects**

Precise management of multi-stakeholder projects: production, logistics, budget control and unexpected event management.

## SOME OF MY ACHIEVEMENTS

Chuck Norris counted to infinity. Twice.



*Me? I convinced BYD in a single call, built a marketplace of 150 products in 2 months, delivered unforgettable seminars in Ibiza and Malta while managing on-site operations, negotiated €100k worth of free media deal without blinking, increased revenue on the official digital platform of the French national railway company by €4M and transformed corporate Christmas gifts into heartwarming client stories.*

*Pulling off the impossible is also my routine.*



# VIVA TECHNOLOGY

New biz & international partnerships



VIVA  
TECHNOLOGY

Missions: position this new event as a major international tech hub and secure new deals.

Actions:

- Launched the Startups Business Division (2016-17) → Klaxoon, Artefact, Percko, XXII, BlinkBook...
- Sourced, prospected and qualified over 1,100 international companies (2024)
- Negotiated new strategic deals → BYD, Deloitte Japan, Wilco, DailyMotion (2024)

Results: **160 start-ups signed up within 100 days** at the 1st edition; **75% of these renewed** the following year and **€230k generated in 2024** through targeted partner acquisition.





# LE NOËL DES FEMMES BY WOMANA

Marketplace launch & strategic partnerships  
(personal project)



Ad broadcasted by Mediatransports for 15 days @Gare de l'Est and @Gare du Nord train stations in Paris



Missions: build a Shopify marketplace from scratch in 2 months and bring together committed female creators around a socially conscious project.

Actions:

- Onboarded 25 Female entrepreneurs
- Uploading 150+ product references
- Creation of the Instagram account
- Negotiation of grants and mentorships

Results: **+100 orders, media coverage** (Trax, La Tribune, Fraîches, FreeNow...), an engaged community of 800+ followers, **€100k of free advertising** (Mediatransports), 2 premium mentorships (COMEX members @L'Oréal and @Les Echos), **25 talented new friends.**





# GO ENTREPRENEURS

New biz & new commercial offers



GO  
ENTREPRENEURS

Mission: attract and convert new companies within 6 months.

## Actions:

- Sourced, prospected, qualified & activated over 200 SMEs (F&B, tourism, health, services...)
- Designed and launched 3 new offers: Stop&GO!, GO School, Lunch Break

Results: closed deals with SeDomicilier, Andorra Business, CIAMT (**€90K**); provided **premium ongoing support** for SeDomicilier at GO Paris (2024/25) and GO Lyon (2025).





# OSVETA

Strategic studies & tailored logistics



## Ton de la com: positionnement



Missions: boost the visibility of a Paris-based communications agency and provide its clients with valuable white label data.

### Actions:

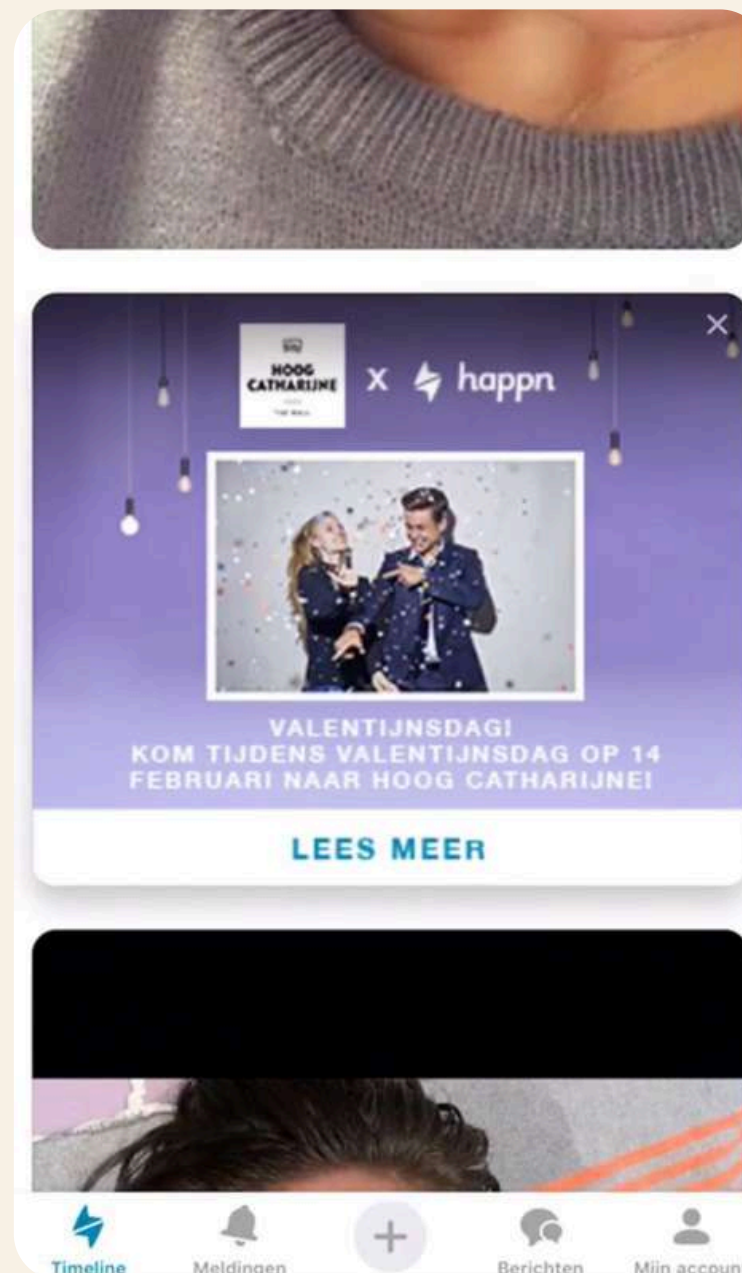
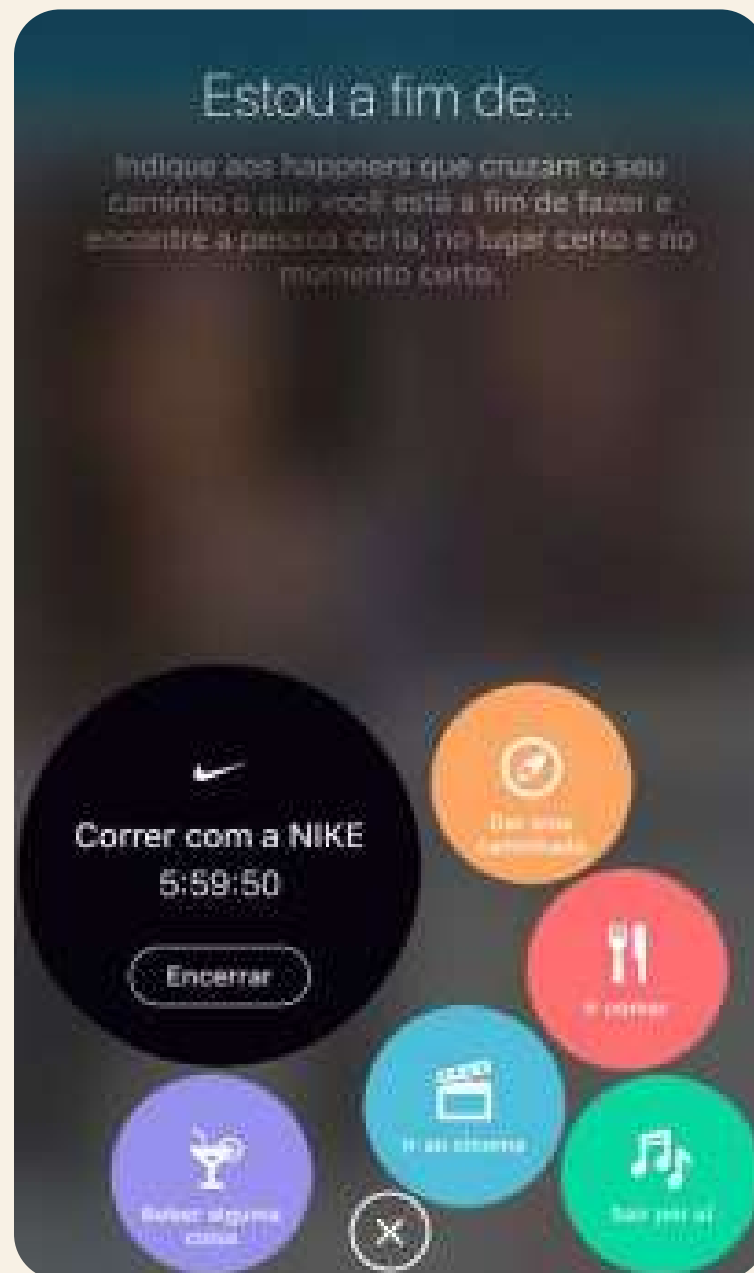
- Designed & executed custom Christmas gifts for 100 clients
- Delivered Instagram & TikTok audits on 15 competitors of a retail player
- Strategic analysis for a French renewable energy scale-up

Results: **tailor-made activation** that **strengthened OSVETA's reputation** and **actionable insights** that fuelled client marketing strategies.



# HAPPN

International monetization & new ad formats



Missions: increase user engagement and monetize the platform.

Actions:

- Designed innovative formats (movie ticket giveaways in France, Nike running events in Brazil, "Shopping is Dating" in Europe)
- Managed 6-10 custom campaigns per month from briefing to launch
- Rolled out OPS monetisation internationally (India, Brazil, Argentina and the Netherlands)

Results: **new in-app formats for recurring revenue (€900k revenue), 4 fully autonomous local sales teams.**





# OFFICE & CO

New products, immersive experiences & team bonding



office & co  
design x build

Missions: create unique moments to boost team cohesion and develop marketable new white-label formats.

Actions:

- Organized 2 seminars for 15 staff (Ibiza 2022, Malta 2024)
- Designed immersive games & ran collaborative workshops
- Developed questionnaires and packaged workshops as new commercial services

Results: **stronger team cohesion with great memories**, and **2 new marketable services** to promote to the agency's clients





# STARTUP SAFARY

Prospecting & exclusive partnerships



Mission: spark some energy at Open House Days by building a network of startup pioneers in just two months.

## Actions:

- Prospected & closed with MangoPay, Schoolab, Le Gorafi, VivaTech, Lendix, ScaledRisk, Numa...
- Negotiated exclusive partnership with CityScoot: special rates + training track

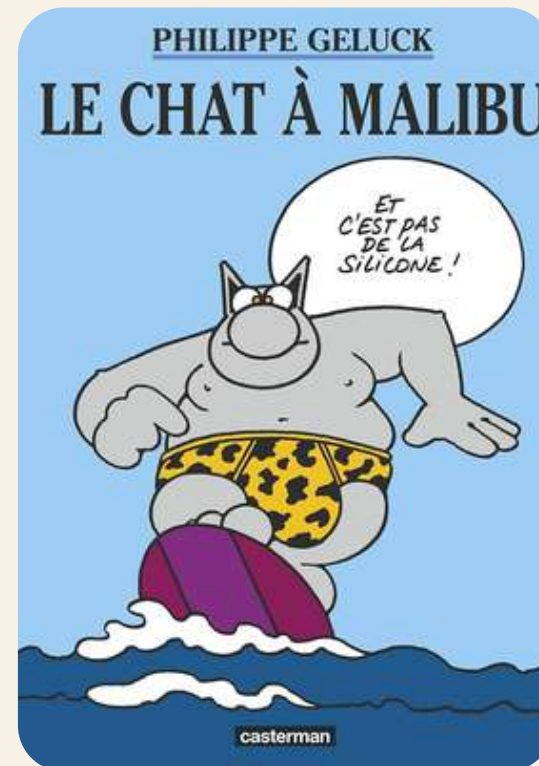
Results: **45 startups onboarded** across all industries, transforming our Open House Days into a must-attend experience for **200 participants** (year 1).





# SNCF CONNECT

Entertainment Partnerships & premium events



Missions: launch an Entertainment Partnerships unit from scratch to drive new revenue for the Ad Sales division.

Actions:

- Exclusive online content published: cinema, concerts, shows, literature, festivals
- Negotiated framework agreements (FOX, Paramount, Disney, EuropaCorp, SND, ...)
- Organized 3 premium events/year
- Gifted agencies & advertisers

Results: **+€4M revenue**, a **reinforced brand image** with B2B and B2C clients, **recurring collaborations** with agencies and advertisers year after year





# GIRAF PROD

Audiovisual production coordination



CASTING ENFANTS "DOLORES" 2 JUIN 2020

CHRON	PRÉNOM	NOM	DATE DE NAISSANCE	PROFESSEUR	PROFESSEUR	PROFESSEUR	PROFESSEUR	PROFESSEUR	PROFESSEUR
CHRON 1	JULIEN	RAMBLA	14/06/2000	JEAN-BAPTISTE	14/06/2000	JEAN-BAPTISTE	14/06/2000	JEAN-BAPTISTE	14/06/2000
CHRON 2	JULIEN	RAMBLA	14/06/2000	JEAN-BAPTISTE	14/06/2000	JEAN-BAPTISTE	14/06/2000	JEAN-BAPTISTE	14/06/2000
CHRON 3	JULIEN	RAMBLA	14/06/2000	JEAN-BAPTISTE	14/06/2000	JEAN-BAPTISTE	14/06/2000	JEAN-BAPTISTE	14/06/2000
CHRON 4	JULIEN	RAMBLA	14/06/2000	JEAN-BAPTISTE	14/06/2000	JEAN-BAPTISTE	14/06/2000	JEAN-BAPTISTE	14/06/2000
CHRON 5	JULIEN	RAMBLA	14/06/2000	JEAN-BAPTISTE	14/06/2000	JEAN-BAPTISTE	14/06/2000	JEAN-BAPTISTE	14/06/2000



Mission: ensure smooth and successful audiovisual productions for CANAL+.

Actions:

- Coordination between production teams, film crew and external service providers
- Management of team travel, casting schedules (adults/children), location scouting, archives, costumes, etc.
- Administrative management including grant applications to the CNC, regional authorities and DRAC

Results: **projects delivered without a hitch**, unexpected events **anticipated**, pre-production optimised thanks to **meticulous and sharp coordination**.







Are you ready to make some noise?

LET'S TALK!

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Message [LinkedIn](#)



Clear, fast messages are delivered by Silbo, the whistled language from La Gomera in the Canary Islands. It can even be heard in the most remote or noisy places.

