



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

JULIE RABOUDAN
julie@hellosilbo.fr



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.

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.

Activation and visibility

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

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)



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** (Médiatransports), 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



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

Actions:

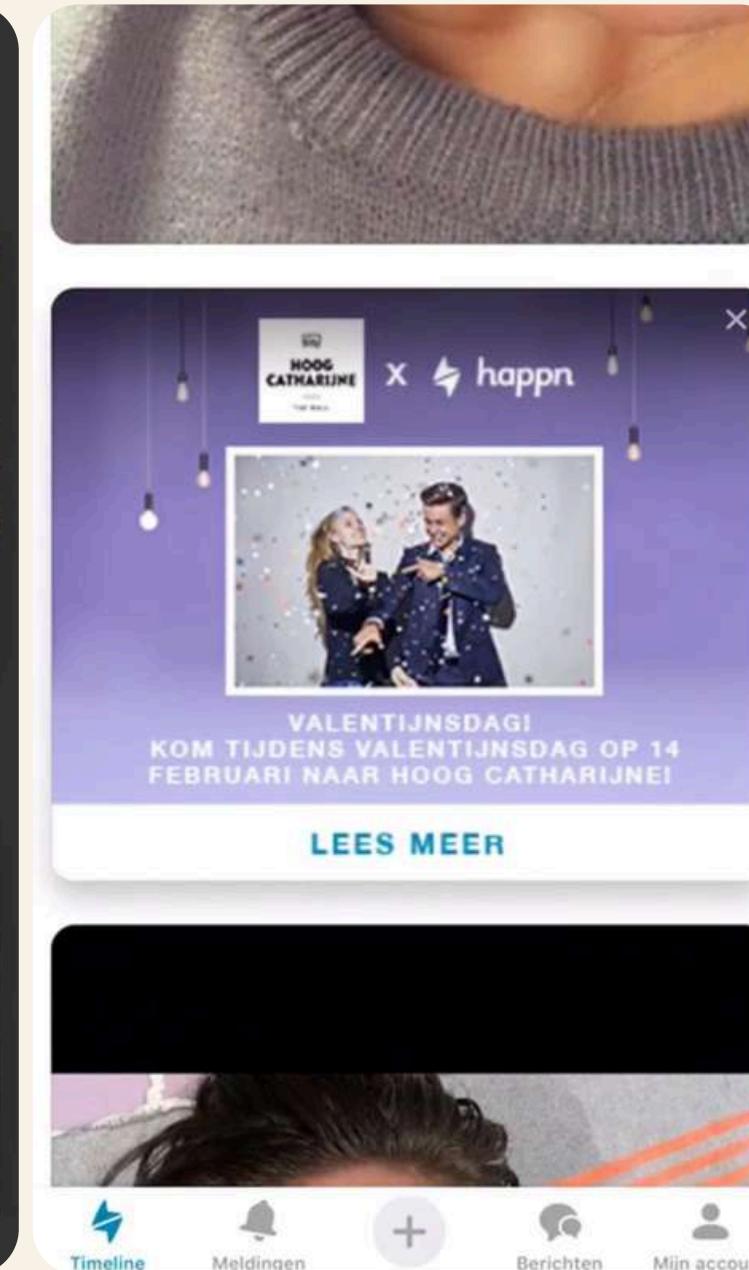
- Designed & executed custom Christmas gifts for 100 clients
- Delivered Instagram & TikTok audits on 15 competitors of a retail player
- Strategic analysis for a French renewable energy scale-up

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.

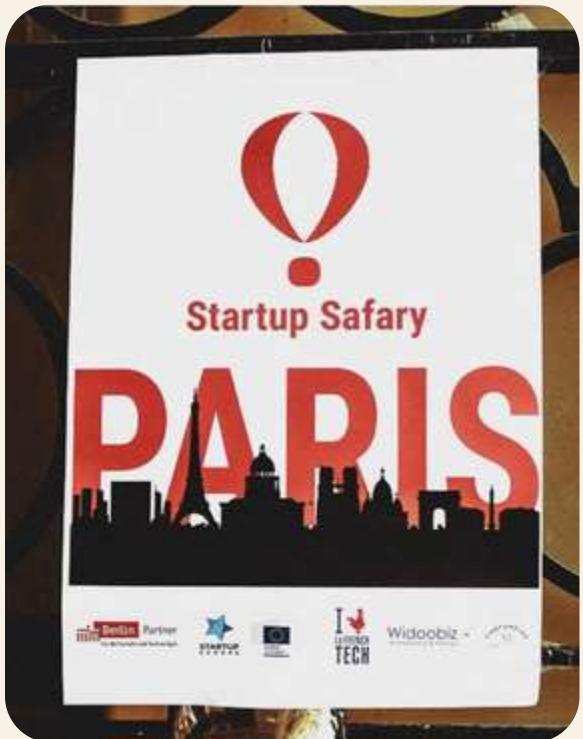
Actions:

- 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



LesEchos

dées Économie Politique Entreprises Finance - Marchés Bourse Monde Tech-Médias Start-up Régions Patrimoine Tra

Startup Safari: l'écosystème startup ouvre ses portes durant 3 jours



STARTUP SAFARY
Paris, 16-17 March 2017

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

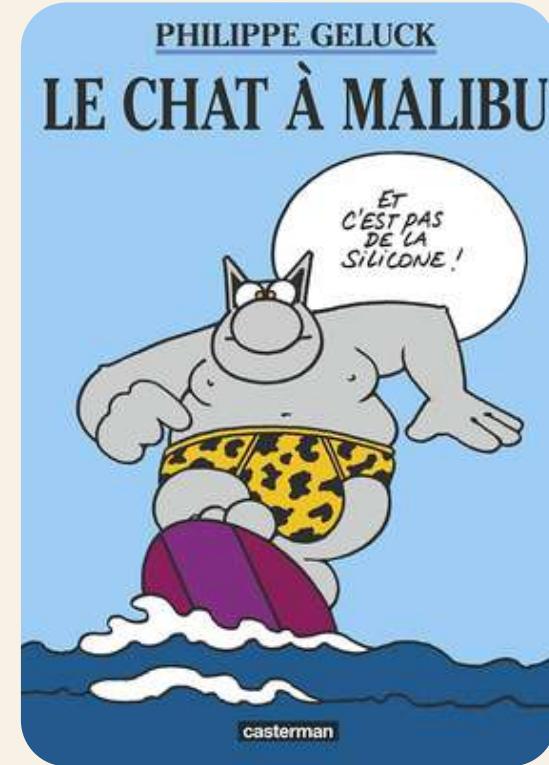
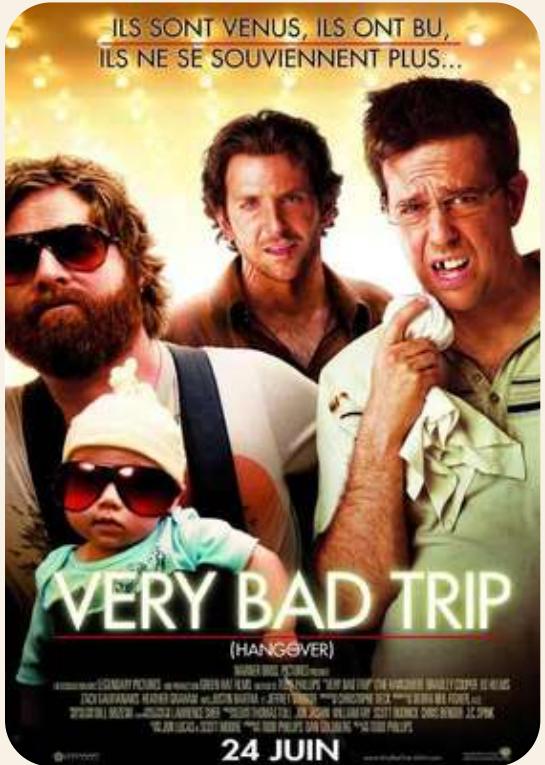
Actions:

- 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									
CINQX	CINQY	CINQZ	CINQ						
CINQX	CINQY	CINQZ	CINQ						
CINQX	CINQY	CINQZ	CINQ						



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!

E-Mail julie@hellosilbo.fr

Website www.hellosilbo.fr

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.

