



# Anna Šútorová

Head Of Customer Success at CleanHub | Cultural Manager & HER PARIS Co-founder

Paris, France

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## Languages

- Czech (Fluent)
- English (Fluent)
- Chinese (Fluent)
- Russian (Work Proficiency)
- Slovak (Native)
- Korean (Basic)
- French (Work Proficiency)

## About

Hi! I am Anna.

I am a communications expert with 5+ years of experience in customer success & communications, brand activation, digital campaign management, community engagement and A-Z event management.

I believe in the power of high impact verbal & written communications in creating long-term engagement and advocacy. I also think that a multidisciplinary approach is a sure-fire path to stepping outside the box.

My professional journey was shaped by my time in Beijing, where I fully immersed myself in an environment at the intersection of business, arts and sustainability. Today, my responsibilities include designing a scaleable customer journey and helping B2B customers develop effective communications strategies that promote their engagement, boost ROI and foster brand advocacy.

I am also the co-founder of HER Paris - a professional network for women sharing personal stories. Through events, international brand collaborations and community-building activities, we redefine what it means to be successful.

I am passionate about design, crafts and sustainability and find particular enjoyment in making things (clothes, food, projects) from scratch.

### BRANDS WORKED WITH

- HER PARIS
- CleanHub
- cang.eco
- Wentworth Galleries
- HON (Her Online Network)
- Institut slovaque de Paris; Ambassade de Slovaquie en France
- RiffleShuffle
- Inter-locution
- (Independent)
- Shangri-La The Shard, London

## Experience

### ● Co-Founder

HER PARIS | Feb 2022 -

We have relaunched HON locally as HER! Leading Her Paris Network - a community for professional women sharing their personal stories. HER is a space for professional women to seek guidance and growth alongside like-minded ladies, holding personal values close. Together we refine what it means to be successful, through vulnerability, authenticity and support.

Key responsibilities:

- Establishing the brand in Paris
- Managing events, budgets and community from A-Z
- Managing commercial partners and sponsors and outreach
- Live event mediation and hosting

Key achievements:

- Organically grew the HER Paris community (for professional women sharing personal stories) to 300 active members through various community events
- Managed partnerships with brands like Sézane, Lululemon, Axel Arigato, TRIP Drinks, Vitamin Well and Gallia

Partners: Axel Arigato, Sézane, TRIP, Vitamin Well, Lululemon

### ● Head of Customer Success

CleanHub | Jul 2021 -



Key responsibilities:

- building the comms/CS department from the ground up
- scaling up the customer success engine and designing a unique customer journey
- key account management
- developing our platform for customer needs with the product team
- renewal, upselling and cross-selling our services

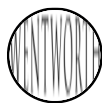
Key achievements:

- 3 years of churn rate under 3%, 150% NRR in challenging market conditions
- New customers transferring from the competition and quoting “the best customer care on the market” as the reason for coming to us
- Taking the organisation and product from 5 to 35 people and driving a full transition to Salesforce
- Building a comprehensive platform for impact tracking and marketing support
- Developing creative customer campaigns generating an average of 5k new orders per brand and an engagement rate of at least 3.5% (industry average = 0.5%) on Instagram, 53% engagement through email marketing
- Our customers position themselves as sustainable leaders and have won awards like the Marie Claire Sustainability Award (Noughty, 2022), Smallbiz100 (Disruptor London, 2023), or winning contracts with retailers like Tesco, dm or Wholefoods with our support

## ● Customer marketing & B2B Partnerships

cang.eco | Nov 2020 - Jul 2021

- Developed comprehensive content strategy (web, app, blog)
- Supported product team with app development
- Executed the content strategy
- Hosted online events with brand partners
- Managed B2B partners



## ● Art Writer

Wentworth Galleries | Jul 2020 - Nov 2020

- Researched and developed contemporary and Aboriginal artist biographies
- Wrote texts with special focus on collector engagement and boosting acquisition

## ● HON Paris Co-founder

HON (Her Online Network) | May 2020 - Feb 2022

We are proud to finally bring HON to Paris.

Our mission is to create space for professional women to seek guidance, community, and growth alongside like-minded women, holding personal values close. We encourage women to take action of their ideas and redefine what it means to be successful.

## ● Intern

Institut slovaque de Paris; Ambassade de Slovaquie en France | Sep 2019 - Dec 2019

- Organised and managed cultural events (La Nuit Blanche 2019, Salon D'Automne 2019, etc.)
- Worked with visiting artists on promoting them locally and managed their participation in key events
- Managed the Embassy's social media and worked with press
- Promoted the events organised by the Slovak Institute in Paris

## ● Translator and Copywriter

RiffleShuffle | Apr 2019 - Jul 2021

- Translation from Mandarin Chinese to English
- Promotional text development

## ● Administration Manager

Inter-locution | Sep 2018 - Sep 2019

- Researched and co-created the exhibition concept
- Executed artist contracts and artwork insurance
- Created and executed communication strategy
- Managed a small team during the mounting of the exhibition and opening night

### ● **Freelance Translator**

(Independent) | Dec 2017 - Jul 2021

- Technical translations (i.e. machine operation manuals)
- Lifestyle and fashion article translation
- Short novel translation
- Editing

### ● **Customer Relations**

Shangri-La The Shard, London | Dec 2016 - May 2018

- Facilitated first contact with customer
- Provided culture consulting and event management assistance for Chinese-speaking events
- Managed the seating chart and wait list in multiple venues of the hotel (Ting restaurant, Gong Bar, Sky Lounge)

### ● **Curator and Cultural Manager**

| Oct 2016 -

- Developed exhibition concepts
- Researched and wrote curatorial texts
- Managed exhibition projects from A-Z (special focus on budget and partners)
- Managed exhibitions and relating events
- Successfully promoted exhibition projects
- Handled sales and negotiation

#### SELECTED EXHIBITIONS

« Spatial encounters »

A duo show of Ján Vasilko and Johannes Holt Iversen in collaboration with Galerie 208 (June 2021)

« Rue des Industrialiques (Neo neo Geo geo) »

A solo show of Ján Vasilko - a Slovak abstract painter in the residency program of the Cité International des Arts. (19th - 21st February 2020)

« Individuation »

A solo show of Kim Nasa Bo - a sculptor in the residency program of the Cité International des Arts. (14th - 21st December 2019)

## Education & Training

- 2018 - 2019 ● **IESA art & culture**  
Master of Business Administration - MBA,
- 2018 - 2019 ● **Paris School of Business**  
Master of Science - MSc,
- 2017 - 2017 ● **Hankuk University of Foreign Studies**  
Korean Language,
- 2015 - 2016 ● **Beijing Normal University**  
Year abroad,
- 2014 - 2018 ● **SOAS University of London**  
Bachelor's degree,

