ESSEC BUSINESS SCHOOL

The pioneering spirit

GLOBAL MBA WITH MAJOR IN LUXURY BRAND MANAGEMENT

CV BOOK 2019
24TH ANNIVERSARY YEAR

ESSEC BUSINESS SCHOOL, THE PIONEERING SPIRIT

CREATED IN 1907, ESSEC BUSINESS SCHOOL TODAY IS A WORLD-SCHOOL WITH FRENCH ROOTS. ITS PURPOSE IS TO GIVE MEANING TO THE LEADERSHIP OF TOMORROW AND HAVE A GLOBAL IMPACT.

ESSEC is a **graduate school** with programs ranging from Bachelor to PhD, a wide range of Masters programs including our flagship **Master in Management** and **Global MBA** programs. ESSEC also offers executive education and custom training designed and developed on-demand for our partners from the private sector. ESSEC holds the **"Triple crown"** of accreditations for global business education: **EQUIS, AACSB** and **AMBA.**

At the core of the ESSEC learning experience is a combination of **excellence and distinctiveness.** ESSEC's **unique educational model** is based on education by experiences, that foster the acquisition of **cutting-edge knowledge** with the development of **know-how** and **life skills.** At ESSEC, we aim to **empower** students and give them the keys to imagine, create, lead and have a **positive impact** in the business world of tomorrow that will be more complex and changing ever more rapidly.

ESSEC is a world-school. Our International campuses in **Asia-Pacific** and **Africa** are **dual gateways** that allow students to really immerse themselves into **different cultures** worldwide and develop **genuine expertise** about business in those regions. They allow our school to build deeper alliances with academic, private and public partners in those regions that are growing at an accelerated pace and will be leaders of economic growth in tomorrow's world. ESSEC has built a network of alliances with **academic partners worldwide** so that its students' learning journey is a true international one.

ESSEC is a school with **French Roots** that trains **responsible leaders.** Being a responsible leader means being able to see beyond *business as usual.* Responsible leaders are able to value **long-term benefits** over short-term profits; they are able to blend corporate performance with **employees' well-being.** To prepare its students for the world of tomorrow, ESSEC's pedagogy seeks to awaken and develop **creative and critical thinking,** together with **the learning-by-doing** method. Responsible leaders are those who can see the broader picture.

ESSEC is a **full ecosystem** at the crossroad of rigorous and relevant research, innovation, business and society. At ESSEC we believe in bringing research and companies into the classroom, we also believe that learning doesn't end with a degree: learning at ESSEC means becoming a **life-long learner** and joining a close-knit **community** of more than **55,000 Alumni** all across the globe.

Vincenzo Esposito Vinzi
Dean and President
of ESSEC Business School

INTERNATIONAL RANKINGS BUSINESS EDUCATION 2018

FT FINANCIAL TIMES

#8	#4	#5	#8
European Business School	Master in Management	Master in Finance	Executive Education Programs

Key figures

55,000
graduates worldwide

4 campuses in Cergy, Paris-La Défense, Singapore and Rabat

+1 augmented digital campus

205 partner universities in 45 countries

2,000 degrees awarded each year, including 1,600 at graduate level

6,097
students in full-time undergraduate and graduate programs

34% international students

98 nationalities represented

+100
student organizations

30 learning and research chairs

30 double degree programs (24 international, 6 national)

162 permanent faculty of 37 nationalities including 20 emeriti professors

5,000
managers in executive education

+500
partner companies in education and recruitment

INTRODUCTION

2019 marks another special year for us – a year of CONSOLIDATION.

24 years after launching the world's first MBA in International Luxury Brand Management in 1995, ESSEC has now taken it to the next level and transformed the MBA into a Global MBA with a major in Luxury Brand Management as of September 2017.

The wide choice of luxury specialized classes remains exactly the same, as does the mentor program, luxury conferences, field trips, boutique internships and field projects which make our program so unique. In addition to this advanced specialized content, participants of the program can now also benefit from an enhanced core curriculum emphasizing macroeconomics, the crucial role of innovation, digital transformation, financial skills and complexity management. Luxury participants will now take courses with particpants specialized in 2 other majors (strategy and management, and digital business and innovation) thereby also broadening their network of peers.

As opposed to competing MBA programs offering a less concentrated luxury specialization, our newly formatted GMBA in Luxury Brand Management continues to allow our participants to benefit from a deep-dive into the management of luxury brands (60 % of the program) whilst also enhancing their leadership, managerial and digital skills.

The program continues to attract participants from all over the world with an average of 7 years international professional experience who are provided with highly concentrated and intensive exposure to fashion & accessories, jewellery and watches, fragrances and cosmetics, wines and spirits and retail.

The MBA Program also provides ongoing career orientation and support to participants to help them find suitable positions upon graduation. Individual counselling, seminars on job search techniques, interview simulation exercises, recruitment sessions and CV Book distribution are some of the ways we assist participants and keep them in contact with job market realities during their studies.

Please feel free to directly contact those participants whose profile may be of specific interest to you.

The CV book is also available on www.essec.edu under Global MBA in Luxury Brand Management.

Anthea Davis
Director of Corporate Relations and Career Development
ESSEC Global MBA in Luxury Brand Management
ESSEC Business School, Paris

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BRIEF DESCRIPTION OF THE MBA PROGRAM

The Global MBA in Luxury Brand Management program is a one-year intensive program, delivered in English at the ESSEC Campus, on the outskirts of Paris.

It is structured to provide maximum exposure to the luxury and prestige goods industry.
In addition to the studies and projects focusing on the sector, participants also gain practical experience and in-depth knowledge of the industry through Boutique Internships, International Field Trips, and Global Field Projects.

Boutique Internships
The luxury and prestige sector is one where retail is the ultimate battleground. Therefore all MBA participants spend at least 1 week working in a boutique. At the end of the internship, MBA participants write an evaluation report which is shared with the host companies.

International Field Trips
Three field trips are organized to major international destinations, which either have an established luxury sector or have an emerging market in the luxury sector. Through company presentations and site visits, MBA participants are able to better understand these markets and gain a deeper insight into the company from an international perspective. Field trips this year are to Hong Kong, New York and Milan/Florence.

Global Field Projects
Participants are required to carry out specific consultancy projects for luxury and prestige companies to give them maximum exposure to real life situations within the industry. The Global Field Project is carried out in teams of 3/4 between May and September. It concerns a business issue within a company (for example, business plan for a new activity, feasibility study for activity expansion abroad) and is monitored by an MBA Professor and by a company executive.

MBA PARTICIPANTS' PROFILE

Average Age	30 years
Age Range	26-36 years
Average work experience	7 years
Academic background	14% Marketing, 14% Finance/Accounting, 24% Economics/Business, 12% Science/Engineering, 19% Social Sciences, 10% Design, 7% Law
International participants	over 92% of students are non-French, representing around 20 countries each year
Class size range	around 35 participants

EXAMPLES OF GLOBAL PROJECTS

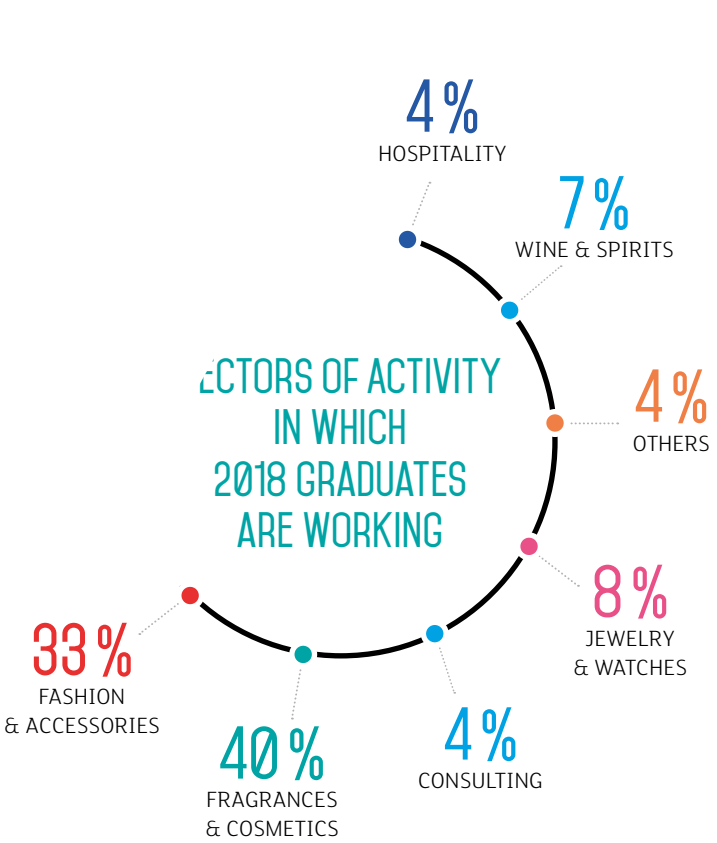
Accessories	Developing a disruptive launch strategy for a new accessories line
Fashion	Recommending a new digital communication strategy
Watches	Developing a new strategy for Greater China
Jewellery & watches	Recommending a plan to create exceptional experiences & defining the accurate digital strategies for VIP clients
Retail	Proposing a plan to enhance the customer experience in store
Fragrances & Cosmetics	- Analysing the risks and opportunities of the pharmacy market - Developing a new digital platform - Developing a marketing campaign for a new product launch
Wines and Spirits	Defining how to build a successful CRM strategy

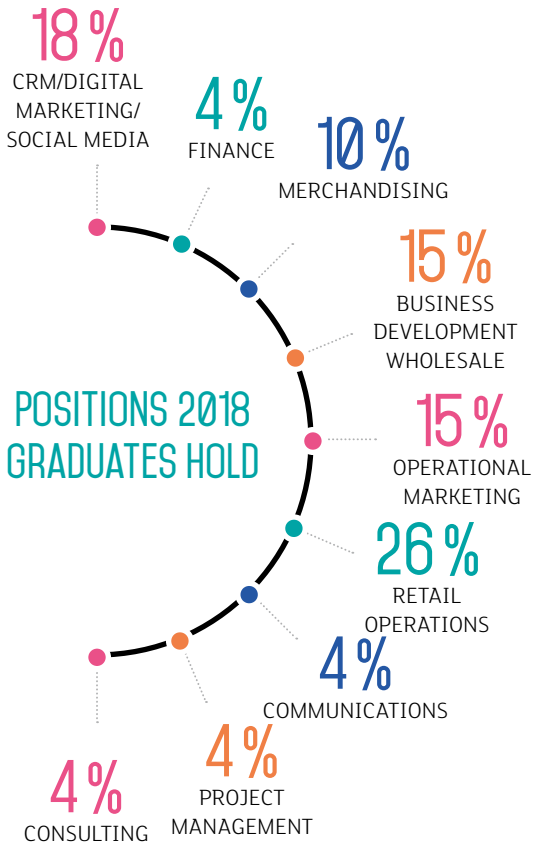
ALUMNI NEWS

The Global MBA in Luxury Brand Management now has over 750 graduates working in leading positions in over 30 countries around the world.

Whilst the positions our alumni occupy once they have graduated will depend on prior work experience, nationality and personal competencies, the following gives some examples of career paths before and after the ESSEC Global MBA in Luxury Brand Management.

Nationality	Work Experience Years	Position before MBA	Country	Position after MBA	Country
American	8	Project Manager, **Medline Industries**	USA	Manager in Training, **Christian Dior Couture**	USA
American/ British	10	Director Strategic Marketing, **Lulu**	UK	Regional Marketing Manager Travel Retailing EMEA, **Estée Lauder - La Mer/Aveda**	UK
American	6	Sales & Marketing Manager, **Intercos**	USA	Digital Marketing Manager , **Tiffany**	USA
Argentinean	8	New Development Manager, **Iké Asistencia Argentina**	Argentina	Wholesale Manager, **Montblanc**	Argentina
Chinese	4	National Distribution **Manager, Mux Shoes Co Ltd**	China	Marketing Manager, **Saint Laurent**	China
French	9	Assistant Director F & B, **The Address Downtown**	Dubai	Brand Manager, **Krug/Ruinart**	Hong Kong
Indian	6	Producer & Correspondent, **CNBC - TV 18.**	India	Product Manager, **L'Oréal Luxe - Kiehls**	India
Italian	8	Client Relationship Manager, **BSI Europe**	Luxembourg	CRM Manager, **Céline**	France





SYNERGIES BETWEEN THE MBA AND INDUSTRY

Each year the program continues to build an active network with the luxury industry. Companies present on campus, or organise site visits. They are also involved in Scholarships, Selection Juries, the Mentor Program, Boutique Internships, Case Studies, Field Projects and Field Trips.
Our sincere thanks to L'OREAL and FIRMENICH, for providing scholarships last year.
Here is an overview of the companies recently involved in the program.

CURRENT PARTNERS AND CONTRIBUTORS INCLUDE

Audemars Piguet
Armani Hotel Dubaï
Baccarat
BeThe1
Boodles
Chalhoub
Champagne Collet
Chanel
Chanel Métiers d'Art
Chanel Parfums
Christian Louboutin
Ermenegildo Zegna
Estée Lauder Companies
- Bobbi Brown
- By Kilian
- Clinique
- Estée Lauder
- Jo Malone
- La Mer
- Le Labo
- Mac Cosmetics
- Parfums Frederic Malle
- Tom Ford Beauty

Firmenich
Floriane de Saint Pierre
Fondazione Altagamma
Hermès
Kering
- Balenciaga
- Bottega Veneta
- Gucci
- Saint Laurent

L'Oréal Luxe
- Biotherm
- Giorgio Armani Parfums
- Helena Rubinstein
- Kiehls
- Lancôme
- Viktor & Rolf
- YSL Beauté

LVMH Group
- Acqua di Parma
- Bulgari
- Christian Dior Couture
- Christian Dior Parfums
- D.F.S.
- Emilio Pucci
- Fresh
- Krug Vins Fins de Champagne
- Louis Vuitton
- Moët et Chandon
- Moët Hennessy
- Sephora

Moncler
Nars Cosmetics
Olivier Theyskens
Paraffection Group
Pernod Ricard Luxury
- Royal Salute
- Martell
- Perrier Jouet

Richemont
- Cartier
- Chloé
- Montblanc
- Vacheron Constantin
- Van Cleef & Arpels

S.T. Dupont
Salvatore Ferragamo
The Swatch Group
- Tissot

Tiffany & Co
Tod's Group
- Hogan
- Roger Vivier
- Tod's

Valentino
Versace
Visoanska
Yoox Net-a-Porter Group

GLOBAL MBA WITH MAJOR IN LUXURY BRAND MANAGEMENT

Curriculum Vitæ

GLOBAL MBA WITH MAJOR IN LUXURY BRAND MANAGEMENT

ESSEC BUSINESS SCHOOL

Mariam BOKHARI

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Nationality: Pakistani

CAREER OBJECTIVE

To use my Project Management skills in the luxury industry, preferably the Perfume & Cosmetics sector, to leverage my IT experience by combining it with my passion for luxury in the Operational Marketing department of a leading brand.

PROFESSIONAL EXPERIENCE

2019 (2,5 months) **Firmenich, Paris, France -** *ESSEC Field Project/Consulting Mission*

- Identifying untapped business opportunities for Firmenich on the global aromatherapy market

April 2019 (1 week) **Jo Malone, Paris, France** – *ESSEC retail internship*

- Actively participated in the day-to-day running of the store and assisted international and local clients

2016 – 2018 **IBM, Islamabad, Pakistan**

Project Manager

- Managed a team of 10 people on multiple fast paced, time intensive, dynamic projects using an Agile methodology; strong team player
- Responsible for the end-to-end implementation of different platforms in Vodafone Ireland, Cosmote Greece & Mobilink Pakistan;
- Proficient at time-management, budgeting, resource management & delivery on a project with a strong focus on follow-up to ensure timely project implementation with a results focused approach;
- Demonstrated strong problem solving skills. Analysed CRM reports & platform performance reports to track progress and suggest optimization options for areas which were a bottleneck;
- Worked with the European, American, Australian and far-eastern cultures in a professional capacity

2008 – 2011 **Oracle, Hanoii, Vietnam**

Customer Care Leader (acting)

- Used design thinking to identify user needs for different platforms & implement accordingly;
- In charge of resolving major C-level customer project implementation escalations by being customer centric as well as business oriented while sorting out platform strategy issues;
- Achieved country sales targets as a support function to sales through business development & relationship management (upselling and cross-selling);
- Worked with immediate and extended team members across different departments & geographies;
- Managed & collaborated with a team of 7 people spread across 7 countries;
- Conducted the Global Relationship Survey across 7 ASEAN countries to discover pain-points and user needs to be implemented in software upgrade patches;

EDUCATION

2018 - 2019 **ESSEC Business School, Paris, France**

Global MBA with Major in Luxury Brand Management

Case Studies include:

- "Collaborations & Brand DNA – Jo Malone"; "Devising a Brand Strategy to relaunch Jean Patou";
- Devising a Digital Media Strategy for Coty Luxury; Launching an activation plan for Armani Beauty;
- L'Oréal Masters Multiculturalism; Burberry Beauty, A successful case of luxury brand rejuvenation;
- Understanding beauty business in Asia Pacific & the Middle East; Dior Retail Analysis;
- LVMH: New Generation, New Image; LVMH: Managing the Multi Brand Conglomerate;
- De Beers: Aren't Diamonds Forever; The "Invisible Hand", De Beers & Emerging Markets;
- Hans Wilsdorf and Rolex; Omnichannel strategy for Van Cleef & Arpels;

LANGUAGES, TECHNOLOGY

Languages English, Urdu, Hindi : fluent; French : basic

Computer skills Agile practitioner; Enterprise Design Thinking; Watson; Blockchain; Siebel CRM, SAP, MS Office & Mac ios

INTERESTS

Travelling! Visited Ireland, Canada, Dubai, Hawaii, The Grand Canyon, Hollywood, San Jose, San Francisco, Phoenix, NY, Connecticut, France, Oman, Vietnam, Malaysia, Thailand & India…

Have an extra keen olfactory sense. Love the study of luxury, art & Beauty with a passion!

GLOBAL MBA WITH MAJOR IN LUXURY BRAND MANAGEMENT

ESSEC BUSINESS SCHOOL

Clémence BOLEC CYROT

clemencecyrot@gmail.com
Nationality: French

CAREER OBJECTIVE

Looking for a collection merchandising or retail merchandising position in the luxury fashion and accessories sector.

PROFESSIONAL EXPERIENCE

2019 (2,5 months) — **Louis Vuitton, Paris, France** - *ESSEC Field Project/Consulting Mission*
- Developing a disruptive consumer experience

April 2019 (1 week) — **Louis Vuitton, Paris, France** - *ESSEC retail internship*
- Actively participated in the day-to-day running of the store and assisted international and local clients

2017 – 2018 — **LANCEL, Paris, France**
Project and Retail Performance Manager, European market (64 POS)
- Designed and analysed retail reports on a weekly and monthly basis at corporate/ boutique levels
- Developed and tracked sales force incentives.
- Coordinated functional teams (Logistics, CRM, Communication, VM, and Marketing) to design retail commercial strategy according to Marketing Calendar.
- Developed action plans and events in boutiques to support product launches, develop customer loyalty and recruit new customers.
- Responsible for Customer Experience Improvement: Supported Mystery Shopping initiatives and facilitated action plans.

2011 – 2017 — **NESTLE NESPRESSO, Paris, France**
Project Portfolio Manager
- Managed Nespresso's projects portfolio (120 projects) including all business departments.
- Facilitated decision making at COMEX level for the definition of the strategic projects' roadmap.
- Coached and supported 60 project managers to help drive the projects' progress, consolidated the feedback concerning the on-going project issues and ensured the alignment with the strategy.
- Managed cross-functional strategic projects: Launched the new line Vertuo on all distribution channels: Boutiques, Trade, E-Commerce.
- Managed marketing and retail projects: Defined and deployed processes dedicated to marketing campaigns and boutiques openings and refurbishments.

2008 – 2011 — **ELEVEN STRATEGY AND MANAGEMENT, Paris, France**
Senior Consultant
- Program Management Officer: Monitored device selection KPIs for European markets.

2006 – 2008 — **ACCENTURE, Paris, France**
Junior Consultant
- Program Management Officer: Implemented performance follow-up tools and processes and developed a web interface to make KPIs open to all.

EDUCATION

2018 - 2019 — **ESSEC Business School, Paris, France**
Global MBA with Major in Luxury Brand Management
Case studies include: Brand revival: Jean Patou - Brand collaborations: Hermès – Financial analysis: Moncler- Omnichannel analysis: Dior

2017 — **Institut Français de la Mode, Paris, France**
Training: Strategic diagnosis and retail growth opportunities

2001- 2005 — **NEOMA Business School, Reims, France**
Master Grandes Ecoles

LANGUAGES AND TECHNOLOGY

Languages — French, native language; English, fluent; German, basic
Computer skills — Project management tools: Visio, MS Project; Modelling of process tools: MEGA, Aris; Pack Office

INTERESTS

Cooking, Reading, Travelling

GLOBAL MBA WITH MAJOR IN LUXURY BRAND MANAGEMENT

Ana Maria CASILLAS CARAVEO

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www.linkedin.com/in/ana-maria-casillas
Nationality: Mexican

CAREER OBJECTIVE

Leverage my design thinking background and consulting skills in order to pursue a career within the luxury brands' innovation and business strategy teams.

PROFESSIONAL EXPERIENCE

2019 (2,5 months) — **DFS, Paris, France** - *ESSEC Field Project / La Samaritaine Project Consulting Mission*
- Developing strategies to define the spirit of hospitality for La Samaritaine's rebirth in 2020

April 2019 (1 week) — **Gucci, Paris, France -** *ESSEC retail internship*
- Actively participated in the day-to-day running of the store and assisted international and local clients

2015 – 2018 — **INSITUM, Mexico City, Mexico**
(Strategic and innovation consulting firm)
(2015 – 2016) *Junior consultant*
(2016 – 2017) *Senior consultant*
(2017 – 2018) *Project leader*
- Managed digital and product development projects for FMCG, financial and technological companies
- Led multi-disciplinary teams of 8 to deliver strategic solutions for clients
- Trained and mentored junior consultants for future growth and career development
- In charge of client prospection and new business proposals
- Organized and led innovation workshops with clients and presentations with key decision-making stakeholders

2014 – 2015 — **CSM Estudio, Mexico City, Mexico**
(Photographic and audiovisual production studio)
Design intern
- Member of the business development team, responsible for new initiatives and the expansion of current business lines
- Conducted fashion market research for production optimization
- Responsible for organizational management issues

2014 (May - Aug) — **Disney, Florida, United States**
Food & Beverage Hostess – Summer College Program
- Responsible for the control of reservations
- In charge of clients' payments and discounts

EDUCATION

2018 - 2019 — **ESSEC Business School, Paris, France**
Global MBA with Major in Luxury Brand Management
- Case studies include: Digital Week Moët Hennessey, Tiffany omni-channel evaluation, Jean Patou marketing strategy, Sunday Riley digital marketing strategy, Tiffany, Pandora and Signet financial analysis, Tod's brand analysis and Tequila Herradura's brand positioning strategy.

2016 - 2017 — **ITESM (Tecnológico de Monterrey), Mexico City, Mexico**
Diploma in Business Strategies

2011 – 2015 — B.A in Industrial Design - with Minor in Retail Management

LANGUAGES AND TECHNOLOGY

Languages — Spanish native, English fluent, French intermediate

Computer skills — Microsoft Office, Photoshop, Illustrator, InDesign, InVision, Rhino, Solid Works, Maya, Quip

INTERESTS

Ballet, contemporary dance, art, traveling, jewelry and music

GLOBAL MBA WITH MAJOR IN LUXURY BRAND MANAGEMENT

ESSEC BUSINESS SCHOOL

Pranay CHHIBBER

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LinkedIn.com/in/PranayChhibber
Nationality: Indian

CAREER OBJECTIVE

A position in operational marketing in the luxury watch industry with a particular focus on digital marketing and branding.

PROFESSIONAL EXPERIENCE

2019 (2,5 months) **Audemars Piguet , Le Brassus, Switzerland** - *ESSEC Field Project/Consulting Mission*

- Developing a strategic initiative for a new Business Unit

April 2019 (1 week) **Gucci, Paris, France** – *ESSEC retail internship*

- Actively participated in the day-to-day running of the store and assisted international and local clients

2017 – 2018 **Network 18, Gurgaon, India**

[India's largest multimedia conglomerate with interests in television, print, and web]
Deputy Manager – Brand Solutions and Product

- Managed website traffic by coordinating with 20 members from the Marketing & Product teams
- Built multimedia content strategies for B2B & B2C enterprises alongside national sales team
- Led business development activity for News18.com with brands in the FMCG, Enterprise Software, Automotive, and White Goods sectors
- Instituted long-term digital integration strategies for the News18.com platform

2017 **Spiral Content Solutions, New Delhi, India -**

[A content development platform and marketplace, including such clients as Ford, SAP, and WGC]
Senior Executive – Customer Success

- Established content strategy for B2B, B2C, and enterprise software clients
- Oversaw sales and business development endeavours
- Curated content for the online content discovery platform

2015 – 2017 **Affle Global Private Limited, Gurgaon, India**

[A mobile marketing and app development platform with a presence in India and Southeast Asia]
Manager – Brand Solutions

- Developed Rich Media advertising solutions for clients across B2B and B2C sectors by leading a 7-member team across India and Southeast Asia (Vietnam, Singapore, Indonesia, and Malaysia)
- Coordinated business development with 12-member sales team in India, Singapore, and Indonesia
- Won multiple MMA Smarties, IAMAI, and The Maddies Awards for mobile media campaigns

2013 – 2014 **Macmillan India Publishing Limited, Noida, India**

[An international publishing company with a large academic textbook market presence in India]
Trainee Editor – English Language Textbooks

- Edited English language textbooks for grades Kindergarten to 8 in the format prescribed by the Central Board of Secondary Education (CBSE)

EDUCATION

2018 - 2019 **ESSEC Business School, Paris, France**

Global MBA with Major in Luxury Brand Management
Case studies include:

- In-depth financial analysis of the watch industry, including brands Seiko, Swatch, and Citizen
- Development of brand repositioning strategy for Blancpain
- Study of the retail and distribution models within the luxury watch & jewellery industry
- Analysis of Patek Philippe's partnerships, namely collaborations with Tiffany & Co. and Wempe
- Evaluation of Rolex's global marketing strategy from the founding to present day

2009 – 2012 **Amity University, Noida, India**

Bachelors in Journalism and Mass Communication with a Major in Advertising and Marketing

- President of the Theatre Society
- Member of the University Band

LANGUAGES AND TECHNOLOGY

Languages: English (Native), Hindi (Fluent), French (Basic)
Computer skills: CommScore, Google Analytics, Microsoft Office Suite (Expert), Adobe Suite, Mac, PC, Salesforce

INTERESTS

Horlogical Complications; Watch Collecting; Member of *Watchuseek*, watch enthusiast community; Music; Bass Guitarist; Travel; Cooking; Automibiles; Basketball; Comedy; Film; Astrophysics & Planetary Sciences

GLOBAL MBA WITH MAJOR IN LUXURY BRAND MANAGEMENT

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Jordan CLEM

jordanbclem@gmail.com
Nationality: American

CAREER OBJECTIVE

A role in Retail Operations or Product Development preferably in Luxury Menswear

PROFESSIONAL EXPERIENCE

2019 (2,5 months) **Moët Hennessy , Paris, France** - *ESSEC Field Project/Consulting Mission*

- Working on a strategic innovation research project to answer mindful drinking trends

April 2019 1 week **Thomas Pink, London, UK –** *ESSEC retail internship*

- Actively participated in the day-to-day running of the store and assisted international and local clients

2014 – 2017 **Turnbull & Asser, New York City, USA**
(Royal Warrant Shirtmaker & Clothier)
Bespoke Sales

- Assisted the Bespoke Manager with operational activities
- Helped improve customer satisfaction and conducted sales reports
- Administered all email inquiries and sales transactions related to the Bespoke Department
- Educated customers on the Bespoke ordering process
- Created Work Orders for Bespoke clients and made sure orders arrived on time
- Gained extensive on-site training in the factory in Gloucester
- Acquired expertise in creating Work Orders, POS and RMS
- Learned to correctly price fabrics depending on thread counts
- Worked on all floors of our New York boutique when needed

2012 – 2013 **Mobley & Sons, Tuscaloosa, USA**
(Fine Gentlemen's Clothier & Barbershop)
Sales Representative & Social Media

- Promoted store awareness throughout the campus of the University of Alabama
- Operated social network and digital activities (Facebook, Instagram)
- Managed tasks such as purchasing, merchandising, and inventory
- Assisted with measuring clients for suits and shirts
- Shadowed the store owner to gain knowledge in the apparel industry

2008 – 2009 **Bennett's Clothing, Athens, USA**
(Award Winning Alabama Retailer)
Sales Associate

- Organized & prioritized the store activities to ensure customer satisfaction
- Managed tasks such as purchasing, merchandising, and inventory

EDUCATION

2018 - 2019 **ESSEC Business School, Paris, France**
Global MBA with Major in Luxury Brand Management

2009 – 2013 **University of Alabama, Tuscaloosa, USA**
B.S. from The College of Human Environmental Sciences

- Major: Apparel & Textiles

LANGUAGES AND TECHNOLOGY

Languages: English: native
Computer skills: MS Office: Word, PowerPoint, Excel

INTERESTS

Reading, Writing, Craftsmanship, Exercising, Golf, Alabama Football

GLOBAL MBA WITH MAJOR IN LUXURY BRAND MANAGEMENT

ESSEC BUSINESS SCHOOL

Audrey DETOUL BARDY

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https://www.linkedin.com/in/audreydetoulbardy/
Nationality: French

CAREER OBJECTIVE

A position in international product development marketing in fragrances and cosmetics

PROFESSIONAL EXPERIENCE

2019 (2,5 months) **Lancôme/L'Oréal Luxe, Paris, France** - *ESSEC Field Project/Consulting Mission*

- Developing a new range and its 360° activation plan to target younger consumers

April 2019 (1 week) **By Kilian, Paris, France –** *ESSEC retail internship*

- Actively participated in the day-to-day running of the store and assisted international and local clients

2011 – 2016 **Perfume Holding, Paris, France** – (Franco Italian perfume house)

2015 – 2016 *International Marketing Project Manager - Fragrance & Skincare*

- In charge of the development of the niche British perfume house, Atkinsons 1799
- Developed the brand strategy (3-year marketing plan, budget management and P&L)
- Coordinated the product development:
  - Conceived the creative brief (Oud Collection, Skin care Grooming Collection, Christmas editions).
  - Managed technical and industrial production: R&D coordination, cost feasibility and COG analysis.
- Coordinated product launches:
  - Created and developed the storytelling for the Oud collection.
  - Conceived the communication briefs and collaborated in developing the digital strategy. Maintained the Facebook page.
  - Conceived the launch strategy on the Skincare Grooming Collection and marketing sales tools (GWP's, SETS…)
- Coordinated operational launches within the brands existing and emerging markets:
  - Presented the new collections during international seminars (North America-Europe –Asia Mena)
  - Responsible for A&P's. Coordinated the operational marketing plans (Skincare Grooming trade animation at Selfridges London, implementation of PR events…)

Senior Marketing Manager

- Responsible for multiple perfume brands (focused on Iceberg an Italian fashion house)
- Redefined the brand strategy and the 5-year plan: ambition to launch on the export markets.
- Developed a new collection of Eau Parfumée and a new female pillar line to conquer the export markets
- Results: Doubled turnover, 80% of the business carried out for export

2011 – 2013 *Junior Marketing Manager*

- Analysed the competition and the trends on niche and prestige markets
- Defined new products and created marketing briefs
- Managed existing product lines

EDUCATION

2018 - 2019 **ESSEC Business School, Paris, France**
Global MBA with Major in Luxury Brand Management
Participant of the winning team: GIORGIO ARMANI PERFUME/L'OREAL LUXE: product development.
Awarded the Firmenich Scholarship (Brand chosen for the essay: Jo Malone)
Case studies include: Guerlain, the art of luxury collaborations / Patou Revival strategy / Coty Luxury

2016 (1 week) **ISIPCA – Versailles, France**
Olfactory analysis of perfumes

2007 – 2011 **PAU Business School, Pau, France**
Master 2 Management/Marketing/ Entrepreneurship

LANGUAGES AND TECHNOLOGY

Languages: French: native, English: fluent, Spanish: conversational
Computer skills: Proficient MS Office Suite / SAP / Sphinx / Photoshop level 2 / ERP / JD Edwards

INTERESTS

GLOBAL MBA WITH MAJOR IN LUXURY BRAND MANAGEMENT

ESSEC BUSINESS SCHOOL

Giulia FALCINELLI

giuliafalcinelli89@gmail.com
https://www.linkedin.com/in/giulia-falcinelli/
Nationality: Italian

CAREER OBJECTIVE

A position in Retail, Merchandising or Business Development preferably in Fashion & Accessories or Fragrances & Cosmetics – Geographically mobile

PROFESSIONAL EXPERIENCE

2019 (2,5 months) — **Lancôme/L'Oréal Luxe, Paris, France** - *ESSEC Field Project/Consulting Mission*
- Developing a new range and its 360° activation plan to target younger consumers

April 2019 (1 week) — **Roger Vivier, Paris, France** - *ESSEC Retail Internship*
- Actively participated in the day-to-day running of the store and assisted international and local clients

2016 – 2018 — **GEA Management Consulting, Milan, Italy**
Consultant Specialized in Luxury and Fashion Projects
- Redefined assortment planning strategies and processes
- Identified acquisition opportunities for a luxury fashion house
- Provided transaction services (vendor due diligence)
- Elaborated business plans for fashion and home décor e-commerce start-ups

2014 – 2016 — **Brunello Cucinelli, Solomeo, Italy**
Retail Analyst and Merchandiser
- Managed demand planning and projections and organised stock allocation for DOS in Europe and Asia
- Analysed data and main KPIs and provided reports for management decisions (budget elaboration, sales forecasting, ad-hoc analysis about seasonal merchandise and store performance)

2013 – 2014 — **KPMG, Rome, Italy**
Staff Accountant
- Audited industrial and commercial companies

EDUCATION

2018 – 2019 — **ESSEC Business School, Paris, France**
Global MBA with Major in Luxury Brand Management
Participant of the winning teams: GIORGIO ARMANI PERFUME/L'OREAL LUXE: product development | MOËT HENNESSY: digital marketing strategy to attract Millennials
Case studies include: FENDI: brand identity, DNA and codes and collaborations | JEAN PATOU: marketing strategy for brand revival | DIOR: analysis of omnichannel strategy | LANCÔME: analysis of digital marketing strategy | Comparison between retail distribution models in Asia and Middle East for fashion industry

2011 – 2014 — **LUISS University, Rome, Italy**
MSc in General Management – International Business

2013 — **Peking University – London School of Economics, Beijing, China**
Summer School Program: "Understanding business and marketing strategies in China"

2013 — **Copenhagen Business School, Copenhagen, Denmark**
Research Assistant in Strategic Management and Globalization Department

2008 – 2011 — **LUISS University, Rome, Italy**
Bachelor's Degree in Economics and Management

LANGUAGES AND TECHNOLOGY

Languages — Italian (native), English (fluent), French (intermediate), Spanish (basic)
Computer skills — Microsoft Office: Excel, PowerPoint, Access, Word

INTERESTS

Luxury and fashion, music, art, traveling, swimming, tennis, skiing

GLOBAL MBA WITH MAJOR IN LUXURY BRAND MANAGEMENT

ESSEC BUSINESS SCHOOL

Jiali (Rebecca) FAN

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https://www.linkedin.com/in/jiali-rebecca-fan-191793176/
Nationality: Chinese

CAREER OBJECTIVE

Brand manager position in international Marketing, PR & Communications, Retail or Customer Experience preferably in Paris.

PROFESSIONAL EXPERIENCE

2019 (6 months) — **Christian Louboutin, Paris, France -** *ESSEC Field Project/Consulting Mission*
- Developing new retail concepts for building brand awareness amongst Chinese consumers

April 2019 (1 week) — **Christian Louboutin, Printemps Department Store, Paris, France -** *ESSEC Retail Internship*
- Actively participated in the day-to-day running of the store and assisted international and local clients

2011 – 2018 — **HEARST CHINA, ELLE magazine, Shanghai, China**

2016 – 2018 — (World's leading fashion media platform)
Brand Marketing Assistant Manager
- Acted as the key person for organizing world famous large-scale fashion events, art exhibitions, beauty awards ceremony and women's forum, invited celebrities, managed cooperation, promotion strategy and sponsorship such as Mercedes-Benz, Guerlain, Moët & Chandon.
- Carried out data analysis & CRM of ELLE credit card which cooperated with China Merchants Bank with 2 million high-end card holders, tailor-made VIP events for luxury brands, such as Versace Tribute Exhibition, Boucheron Exhibition and Moët Pop-up Store.
- Responsible for client relations, developed marketing cooperation and crossover with brands, artists, Chinese independent fashion designers, celebrities, KOLs and 3rd media partners.
- Developed and implemented magazines' subscription plan and obtained products worth of 375,000 Euros yearly from beauty & lifestyle brands for subscription readers.

2012-2016 — *Brand Marketing Supervisor*
- In charge of ELLE branding online & offline campaign, such as social media, digital marketing and pop-up store events, include planning, organizing, communication and execution.
- Led co-branding events and cooperation with luxury brands such as Chanel Boy Friend watch exhibition, Chanel Coco Rouge party, Miu Miu MIUlady bags' party and Christian Louboutin x ELLE private dinner.

2011-2012 — *Brand Marketing Executive*
- Developed Promotion strategies based on ELLE magazines, branding videos and editorial contents, include outdoor advertising, online sale, monthly and annual marketing promotion plans.

2010 – 2011 — **Amazing Shoes & Amazing France magazine - official magazine of France Pavilion in Shanghai World Expo**
Marketing Executive, Shanghai, China
- Organized gala dinner at France Pavilion in World Expo and invited 100+ French luxury brand VIPs.
- Acted as project manager for fashion and jewelry photo shoot, made overall plan, coordinated models & fashion stylist, photographer and French luxury brands, such as Louis Vuitton, Hermès, Christian Dior, Chloé, Kenzo, Berluti, Ermenegildo Zegna, Cartier, Audemars Piguet, Van Cleef & Arpels, Chaumet.

2008 – 2010 — **Gang Ming Foreign Trade Co., Ltd.**
Trade Specialist, Shanghai, China
- Communicated with American head office for apparel orders, cooperated with factories for sample making, developed new collections and managed production and quality control.

EDUCATION

2018 – 2019 — **ESSEC Business School, Paris, France**
Global MBA with Major in Luxury Brand Management
Case Studies include: Chanel-Brand Collaborations; Jean Patou-brand revival strategy; Giorgio Armani Fragrances-marketing strategy in China; D'Estree -360 activation plan in digital & E-commerce; Christian Louboutin-retail & client experience , travel retail, Omni-channel, PR and communication and mystery shopping in Paris/HK/Milan/Dubai; Louis Vuitton-mystery shopping

2004 – 2008 — **HARBIN NORMAL UNIVERSITY, Harbin, China**
Western Languages College, Major in English Education

LANGUAGES AND TECHNOLOGY

Languages — Chinese: native, English: fluent, French: basic
Computer skills — Word, Excel, PowerPoint

INTERESTS

Crossover and collaboration of events, exhibitions, travel, photography, arts, culture, fashion, music, sports.

GLOBAL MBA WITH MAJOR IN LUXURY BRAND MANAGEMENT

ESSEC BUSINESS SCHOOL

Fang (Rosie) FANG

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https://www.linkedin.com/in/rosie-fang-666b6732/
Nationality: Chinese

CAREER OBJECTIVE

To pursue a career in product development or marketing for a luxury fashion brand / retailer or a luxury fashion e-commerce platform.

PROFESSIONAL EXPERIENCE

2019 (2,5 months) — **DFS, Paris, France** - *ESSEC Field Project/ La Samaritaine Project Consulting Mission*
- Developing strategies to define the spirit of hospitality for La Samaritaine's rebirth in 2020

April 2019 (1 week) — **Louis Vuitton, Paris, France –** *ESSEC retail internship*
- Actively participated in the day-to-day running of the store and assisted international and local clients

2015 – 2017 — **Beifu Dream Education and Technology Co.,Ltd., Beijing, China**
(Start-up that developed an educational app which provides a social media platform.)
Executive Assistant to the General Manager, Media Department Manager
- Managed the company of 25 staff under the lead of the GM, assisted in building the APP
- Designed and executed marketing plans, participated in the acquisition of the start-up.

2015 — **2G Design Agency, Shanghai, China**
(French design company that provides retail space interior design and branding solutions to international as well as Chinese fashion brands.)
Project Manager
- Managed projects which included running up to seven different client projects at the same time
- Acted as client point of contact & communication
- Provided interpretation services (Mandarin to/from English)
- Supervised suppliers

2012 – 2015 — **B+CR Marketing Consulting, Shanghai, China**
(Marketing services company with an international client base, i.e. Auchan and DuPont)
Project Coordinator
- Managed projects
- Provided PR & marketing strategies/services
- Executed proposals, i.e. Curated 12 interior designer & Architect salons within one year for DuPont China

EDUCATION

2018 - 2019 — **ESSEC Business School, Paris, France**
Global MBA with Major in Luxury Brand Management
Case studies include: Jean Patou: Relaunch strategy development
Saint Laurent: The secret of their successful rebranding under the lead of Hedi Slimane

2017 — **Instituto Marangoni, Shanghai, China**
Fashion/Apparel Design – Short-term programme

2014 – 2017 — **East China University of Science and Technology, Shanghai, China**
Bachelor of Business Administration and Management, with the graduation thesis, "The success of e-commerce & social media marketing strategy of American fashion brand Free People and how they could replicate their success in China market"

2006 – 2010 — **University of Shanghai for Science and Technology, Shanghai, China**
Bachelor of pharmaceutical equipment and flow of production

LANGUAGES AND TECHNOLOGY

Languages — Mandarin: native, English: fluent, French: basic
Computer skills — Mac and Windows Operating Systems, Microsoft Office (Excel, and very good at PPT), Photoshop

INTERESTS

World traveller, lifestyle and fashion specialist, music and film lover, violin (had been taking weekly classes for 9 years)

GLOBAL MBA WITH MAJOR IN LUXURY BRAND MANAGEMENT

ESSEC BUSINESS SCHOOL

Kristine GERONIMO

kristine.geronimo@essec.edu
kvgeronimo@gmail.com
https://www.linkedin.com/in/kristinegeronimo/
Nationality : Canadian

CAREER OBJECTIVE

A global thinker who wants to utilize a legal and business background to foster sustainable business solutions in luxury fashion through business development, storytelling in the digital age and strategy formation.

PROFESSIONAL EXPRERIENCE

2019 (2,5 months) — **DFS, Paris, France -** *ESSEC Field Project/ La Samaritaine Project Consulting Mission*
- Developing strategies to define the spirit of hospitality for La Samaritaine's rebirth in 2020

May 2019 — **Global Fashion Agenda, Copenhagen, Denmark**
- Volunteered for the 10th annual Copenhagen Fashion Summit which has established itself as the world's leading business event on sustainability in fashion.

April 2019 (1 week) — **Gucci, Paris, France -** *ESSEC retail internship*
- Actively participated in the day-to-day running of the store and assisted international and local clients

2017 – 2018 — **Deloitte, Toronto, Canada**
Legal Consultant in Anti Money Laundering & Global Banking
- Developed systems and operations in compliance with Anti-Money Laundering (AML) Regulations and reviewed existing banking relationships to ensure that they were in compliance with AML Regulations

2013 – 2017 — **Harvey Katz Law Firm, Canada**
Lawyer
- Advocate, Strategist, Story teller, Negotiator and Client Relationship Manager
- Specialization: contracts, mergers & acquisitions, real estate sales & acquisitions, civil litigation and compliance

2016 (Oct to Dec) — **Project Just, New York, United States of America**
(Non-profit organization that reviewed brands for their supply chain ethics and sustainability)
Research Volunteer
- Conducted research on various fashion brands in all facets of their supply chain

EDUCATION

2018 - 2019 — **ESSEC Business School, Paris, France**
Global MBA with Major in Luxury Brand Management
- Digital Week Competition Grand Prix – Brief: Attracting millennials to the maisons of Moët Hennessy
- Case Studies include: Marketing Strategy for Jean Patou, Omni Channel Analysis of Gucci, Financial Analysis of Prada, Digital Marketing Analysis of Everlane, Operational Marketing Strategy for Armani Si in the United States market

Aug 2015 — **Fashion Law Institute Summer Intensive Program, San Francisco, United States of America**
- Explored intellectual property, business and finance, international trade and government regulations, and consumer and civil rights as it relates to the fashion industry

2010 – 2012 — **University of Leicester School of Law, Leicester, England**
Bachelor of Laws (LL.B.)

2005 – 2009 — **McMaster University Hamilton, Canada**
Bachelor of Arts (B.A., Hons)
Major in Political Science, Minor in Psychology

LANGUAGES AND TECHNOLOGY

Languages — English : Native, Tagalog (Filipino): Fluent , French: Intermediate , Spanish : Basic
Computer skills — Basic Microsoft Office Suite

INTERESTS

Traveling, cooking, tennis, all things Toronto sports, skincare, fashion, social media, music and sustainable design.

GLOBAL MBA WITH MAJOR IN LUXURY BRAND MANAGEMENT

ESSEC BUSINESS SCHOOL

Kei HANAFUSA
kei.hanafusa@essec.edu
www.linkedin.com/in/keihanafusa
Nationality: Japanese

CAREER OBJECTIVE

A financial position (FP&A or Treasury) in the luxury wine & spirits industry.

PROFESSIONAL EXPERIENCE

2019 (2,5 months) — **Moët Hennessy , Paris, France** - *ESSEC Field Project/Consulting Mission*
- Working on a strategic innovation research project to answer mindful drinking trends

April 2019 (1 week) — **The Glenmorangie Company, Edinburgh, Scotland –** *ESSEC marketing internship*
- Carried out market research on the Japanese whisky market and made recommendations

2011 - 2018 — **Sumitomo Forestry Co., Ltd., Tokyo, Japan**
(Japanese luxury housing company, constructing & selling houses in USA, Australia, & Japan)

2017 - 2018 — *Big Data Analysis Team Leader, Corporate Planning Department*
- Proposed & built team of 3 members to mine big data for opportunities to provide additional maintenance services for ~ 40,000 homeowners, built strategies to increase sales for maintenance through numerous domestic affiliates
- Used customers' daily shopping data to determine their needs, tastes and behaviour, built models to find better strategies to sell company's houses

2016 - 2018 — *Corporate Finance Team Leader, Corporate Planning Department*
- Improved company's budgeting recurring income increase by 190% 2016-2017; institutionalizing new methods for budgeting led departments to plan better and utilizing funds more effectively
- Improved communication and performance of team by making Board of Directors' needs clearer and monthly reports to the Board leaner

2014 - 2016 — *Senior Financial Associate, Finance Department, Foreign Finance Team*
- Managed real estate development in Vietnam and led investment of ~EUR 203 M, built and managed an affiliate of 3 members in Singapore to support development in Vietnam with two Japanese real estate developing companies
- Interviewed Board of Directors to clarify needs; improved quality & presentation of data to Board about monthly cash flow

2013 - 2014 — *Investment Associate, Finance Department, Domestic Finance Team*
- Managed daily cash flows of company & worldwide affiliates (~EUR 400M per day)
- Invested ~EUR 38 million to build an energy plant and managed an affiliate 15 people

2011 - 2013 — *Associate, Custom-Built Detached Housing Department, General Affairs Team*
- Managed a branch with 128 people and attained best sales of all 94 branches in 2013
- Helped more than 200 customers secure mortgages and apply to government subsidies

EDUCATION

2018 - 2019 — **ESSEC Business School, Paris, France**
Global MBA with Major in Luxury Brand Management
Case studies / competitions include:
- Hennessy: Brand DNA and codes and collaboration strategies
- Field Trip: Research about luxe wine & spirits distribution in Hong Kong and Dubai
- Innovating in Finance MBA Competition 2019: won 3rd prize among top business schools

2005 - 2011 — **Waseda University, Tokyo, Japan**
- Master & BA: Industrial and Management Systems Engineering, Statistic

LANGUAGES AND TECHNOLOGY

Languages — Japanese: native, English: fluent, French: basic
Computer skills — Official Business Skill in Bookkeeping 2nd grade(Japan)

INTERESTS

Scotch whiskey enthusiast: Travelled Scotland summer 2010 for 2 months to research history and distillation
Theater enthusiast: Stayed in London and New York City for authentic musicals; Vegas for well-reputed entertainment

GLOBAL MBA WITH MAJOR IN LUXURY BRAND MANAGEMENT

ESSEC BUSINESS SCHOOL

Suiyi (Doris) HE

suiyi.he@essec.edu
https://www.linkedin.com/in/doris-he-b70b89177/
Nationality: Chinese

CAREER OBJECTIVE

Looking for a manager position in marketing/communications/client experience in the luxury industry in China

PROFESSIONAL EXPERIENCE

2019 (2,5 months) **Louis Vuitton, Paris, France** - *ESSEC Field Project/Consulting Mission*
- Developing a disruptive consumer experience

April 2019 (1 week) **Roger Vivier, Paris, France –** *ESSEC retail internship*
- Actively participated in the day-to-day running of the store and assisted international and local clients

2013 – 2018 **Infinitus (China), Guangzhou, China**
(independent health care products manufacturer | largest direct sales company in China)
Media and Communication Manager
- Managed a team of 8
- Developed brand communication strategies
- Planned and implemented brand communication campaigns
- Led media planning and buying, controlled advertising budget
- Coordinated online promotions and offline events
- Managed word of mouth marketing, including content, social media, KOL, SEO/SEM
- Managed brand visual and graphic design

2009 – 2012 **Inner Mongolia Yili Industrial Group Company Limited , Beijing, China**
(largest dairy producer in China)
Group Media Planning Manager
- Managed a team of 2
- Developed the group's media strategy with an annual budget of 300 million Euros
- Managed media agencies and relations with media
- Collaborated with marketing teams for media planning, buying and execution
- Established advertisement monitoring system and the related database
- Set up advertising effectiveness evaluation model

2008 – 2009 **Carat (China), Guangzhou, China**
(a 4A international advertising agency)
Media Planning Supervisor
- Client: Artistry of Amway (skincare and cosmetics)
- Developed media plan according to client's communication plan
- Allocated budget and optimized media resource to gain high ROI
- Analyzed media effectiveness and efficiency

2008 (2 months) **TEUCO GUZZINI, Marche, Italy**
(luxury bathroom facilities manufacturer in Italy)
Master program internship
- Assisted Asia Business Development Manager to work out market analysis and marketing plan

2005 – 2007 **Carat (China), Guangzhou, China**
Media Planner
- Client: Mizone active drink, Mizone Tea, Health Train Yogurt of Danone
- Supported media planning & buying

EDUCATION

2018 – 2019 **ESSEC Business School, Paris, France**
Global MBA with Major in Luxury Brand Management
Case studies include Jean Patou – recommended a relaunch strategy

2007 – 2008 **Università degli Studi di Macerata, Civitanova, Italy**
Master Diploma - Relationships with Eastern Countries

LANGUAGES AND TECHNOLOGY

Languages Mandarin/Cantonese: native, English: fluent

INTERESTS

Jogging, swimming, football, traveling, drama, anthropology

GLOBAL MBA WITH MAJOR IN LUXURY BRAND MANAGEMENT

ESSEC BUSINESS SCHOOL

Mingliu (Marina) HUANG

mingliu.huang@essec.edu
https://www.linkedin.com/in/mingliu-marina-huang-4813b4a1/
Nationality: Chinese

CAREER OBJECTIVE

A role in operational marketing or product management, preferably in Luxury Fragrances & Cosmetics, in Europe or Australia

PROFESSIONAL EXPERIENCE

2019 (2,5 months) — **Lancôme/L'Oréal Luxe, Paris, France** - *ESSEC Field Project/Consulting Mission*

- Developing a new range and its 360° activation plan to target younger consumers

April 2019 (1 week) — **Frederic Malle, Paris, France –** *ESSEC retail internship*

- Actively participated in the day-to-day running of the store and assisted international and local clients

2014 – 2017 — **LUXOTTICA, Shanghai, China**
(World's leading eyewear manufacturer and retailer; Top 5 Luxury Group worldwide)

2016 - 2017 — *Category Coordinator (Buyer)*

- Partnered with Marketing and liaised between headquarters and local teams to launch new products and to ensure the assortments reflected the brands' vision and seasonal highlights
- Developed seasonal buying plan for 220+ directly-operated stores in Greater China; managed assortment of 25 brands (2,400+ SKUs)
- Analysed data and provided frequent reports & business insights for decision making for management
- Established a new buying process with global teams including IT, suppliers and logistics to streamline order and delivery process, improving goods delivery speed by 60%
- Coordinated weekly cross-functional meetings for directors and functional heads and ensured the implementation of key decisions relating to product management

2017 — *Charity Event Leader, Garanhuns, Brazil*

- Led a team of 34 members (coming from 6 countries) and formulated daily plans for resource management and devised process flows

2014 – 2016 — *HR Assistant, Shanghai, China*

- Proposed new incentive schemes to sales teams to stimulate cross-selling and customer transaction
- Responsible for reporting on various performance metrics so that gaps & shortcomings can be identified, and appropriate changes can be made
- Conducted in-store interviews with employees and evaluated competing retailers to formulate suitable and appealing compensation packages
- Promoted company's image to potential recruits by articulating its social responsibility initiatives and unique talent development offering

2012 – 2013 — **MASSIMO DUTTI, Beijing, China**
(Fashion brand of Inditex Group)
Sales Associate (Intern)

- Drove joint sales by 40% by customizing dress collocation and adjusting display according to weekly sales reports

EDUCATION

2018 - 2019 — **ESSEC Business School, Paris, France**
Global MBA with Major in Luxury Brand Management

- L'Oréal Luxe Scholarship recipient
- Digital Week Competition finalist - **Davidoff** Perfume (Premiumize and grow in digital & E-commerce)

Case Studies include: **Lancôme** (How to enhance retail experience), **Giorgio Armani** Fragrances (Marketing Strategy in China), **Jo Malone** (Brand Collaborations), **JEAN PATOU** (Brand Revival Strategy)

2009 – 2013 — **China Women's University,**
Bachelor of Social Work, Beijing, China

LANGUAGES AND TECHNOLOGY

Languages — Mandarin: native, English: fluent, French: basic

INTERESTS

Fragrances, Flowers, Sports and Cooking

GLOBAL MBA WITH MAJOR IN LUXURY BRAND MANAGEMENT

Yijiong (Christophe) HUANG
yijiong.huang@essec.edu
Nationality : Chinese

CAREER OBJECTIVE

Marketing, CRM and Content Manager in Luxury Watch and Jewellery Brand

PROFESSIONAL EXPERIENCE

2019 (2,5 months) — **DFS, Paris, France** - *ESSEC Field Project/ La Samaritaine Project Consulting Mission*
- Developing strategies to define the spirit of hospitality for La Samaritaine's rebirth in 2020

2012 – 2018 — **Galeries Lafayette Haussmann, Paris**

2017 – 2018 (March – July) — **OMEGA, Paris, France**
Assistant Director
- Supervised a team of 7 and contributed to increasing sales by approximately 10% over previous year
- Coordinated administrative tasks and commercial collaborations with the department store
- Planned and implemented various missions communicated by the marketing department

2017 – 2018 (October-January) — **FRED, Paris, France**
Sales Associate
- Ensured high levels of customer satisfaction through excellent sales services
- Maintained in-stock and visual merchandising in assigned areas

2017 (January – April) — **Vacheron Constantin, Paris, France**
Sales Associate
- Provided customers with excellent services and adapted recommendations
- Participated in various events organized by the brand and business partners

2014 - 2017 — **Hublot, Paris, France**
Sales Associate
- Managed visual merchandising of the sales space by communicating with marketing department
- In charge of CRM and communicated with customers about new product releases
- Reported daily to the French headquarters about sales and events within the department store

2012 - 2014 — **OMEGA, Paris, France**
Sales Associate
- Followed and achieved department's sales goals on a monthly, quarterly and yearly basis
- Handled various store operations based on store's needs

EDUCATION

2018 - 2019 — **ESSEC Business School, Paris, France**
Global MBA with Major in Luxury Brand Management
1st Prize in ESSEC Digital Week Competition with Moët Hennessy Project of digital innovation
Case studies include: Jaeger-LeCoultre, Proposed a new collaboration strategy

2009 - 2011 — **University Paris XII, Créteil, France**
Master of International Administration and Exchange

2008 - 2009 — **University Blaise Pascal, Clermont-Ferrand, France**
License of International Business

2005 - 2007 — **Shanghai Normal University, Shanghai, China**
Bachelor of Economy

LANGUAGES AND TECHNOLOGY

Languages — Mandarin, French: Bilingual, English: fluent
Computer skills — MS Office, MacOS, Prezi, Keynote

INTERESTS

Literature, music, hiking, gymnastics, travel, photography

GLOBAL MBA WITH MAJOR IN LUXURY BRAND MANAGEMENT

ESSEC BUSINESS SCHOOL

Shweta KHANNA

khanna.shweta@ymail.com
https://www.linkedin.com/in/shweta-khanna-02944823/
Nationality: Indian

CAREER OBJECTIVE

Seeking a challenging role in marketing and brand management in the luxury fragrance and cosmetics industry.

PROFESSIONAL EXPERIENCE

2019 (2,5 months) — **Firmenich, Paris, France -** *ESSEC Field Project/Consulting Mission*
- Identifying untapped business opportunities for Firmenich on the global aromatherapy market

April 2019 (1 week) — **Jo Malone, Paris, France -** *ESSEC retail internship*
- Actively participated in the day-to-day running of the store and assisted international and local clients

2016 – 2018 — **ColorBar Cosmetics, Delhi, India**
Assistant Manager - Marketing
- Analysed new marketing trends in cosmetics industry & adapted them into business environment.
- Carried out product launches in modern trade environment.
- Maintained relationship with key global associates & drove business through them.
- Adapted strategies for effective vendor management for improved cost efficiencies.

2015 – 2016 — **Eyebridge Soft Solutions Pvt. Ltd., Delhi, India**
(Digital & E-Commerce Agency)
Key Accounts Manager
- Analysed & developed digital marketing strategies to meet customer requirements.
- Suggested & planned media buying across various social media platforms.
- Studied analytical reports of various social media platforms and formulated new strategies.
- Provided creative support for all activities on social media platforms as per their guidelines.

2014 – 2015 — **Luxury Hues Consulting, Gurgaon, India**
Marketing Analyst
- Formulated marketing plans & strategies & their effective implementation.
- Formulated sale strategies supported by primary/secondary data for clients.
- Analysed latest trends & consumer behaviour in various domestic & international markets
- Developed marketing communication for various luxury brands.
- Key clients handled: Volvo, SKODA, HDFC Diners Club Card

2011 – 2013 — **Seventy Event Media Group, Delhi, India**
Assistant Manager - Projects
- Designed, developed & implemented marketing programs which maximized continuous consumer contact.
- Organized effective value chain interaction for a better understanding of marketing objectives.
- Conceptualized new ideas that impacted consumers, drove sales and created brand awareness.
- Key clients handled: Tag Heuer, Pernod-Ricard, L'Oreal Group, Hermès, Remi Martin.

2009 – 2011 — **Vibgyor Brand Services Pvt. Ltd.**
(Event Management Group)
Assistant Manager – Project
- Completed project cycle by extracting briefs, conceptualising ideas, creating presentations, budgeting, & checklists, making creative, budget closures and on-ground execution followed by final closure of event.

EDUCATION

2018 - 2019 — **ESSEC Business School, Paris, France**
Global MBA with Major in Luxury Brand Management

2013 – 2016 — **Indian Institute of Foreign Trade (IIFT), Delhi, India**
MBA – International Business (Weekends)

2007 – 2008 — **Pioneer Media School, Delhi, India**
PG Diploma – Corporate Communication & Event Management

2004 – 2007 — **Delhi University, Delhi, India**
Bachelors in Sciences (Hons.) – Communication & Extension

LANGUAGES AND TECHNOLOGY

Languages — Hindi, (native), English (fluent), French (basic)
Computer skills — Microsoft Office

INTERESTS

Music & Dance, Reading (Fiction), Travel

GLOBAL MBA WITH MAJOR IN LUXURY BRAND MANAGEMENT

ESSEC BUSINESS SCHOOL

Pensaya KHUREWATHANAKUL

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Pensaya.Khurewathanakul@essec.edu
http://www.linkedin.com/in/PENSAYA
Nationality: Thai

CAREER OBJECTIVE

A career in international luxury brand management or client experience within fashion/accessories, watches/jewellery

PROFESSIONAL EXPERIENCE

2019 (2,5 months) **Cartier, Paris** - *ESSEC Field Project/Consulting Mission*

- Developing new concepts for client experiences

April 2019 (1 week) **Louis Vuitton, Paris, France –** *ESSEC retail internship*

- Actively participated in the day-to-day running of the store and assisted international and local clients

2015 – 2018 **Cereal Partners worldwide (CPW) Headquarters, Lausanne, Switzerland**
(A joint venture between NESTLÉ & General Mills)
Global Marketing Graphic Designer

- Overhauled the design strategy of the global portfolio of Nestlé Breakfast Cereals brands such as CHEERIOS, LION, NESQUIK, FITNESS and CPW Corporate Identity
- Re-wrote and brought storytelling to life through a refreshed visual Identity, consistently branded communication, packaging, visual merchandising and experimental campaign to cater to the ever-changing taste of clients
- Led the development of brand guidelines and visual merchandising for consistent visual storytelling
- Built and fostered a design-driven culture through training and workshops in-house
- Established ways of working and standardised the price grid for creative agencies
- Pro-actively collaborated with world-class agencies, cross-functional team and markets for the successful project delivery
- Organised social activities to strengthen the collaborative culture across marketing department

2013 – 2015 **NESTLÉ Headquarters, Vevey, Switzerland**
Global Design and Packaging Advisor for Beverage Strategic Business Unit: NESCAFÉ

- Strategically transformed and relaunched NESCAFÉ brand at global level
- Developed a new Visual Identity System, Packaging, Brand Experience (storytelling and in-store) to seamlessly deliver the new brand positioning to markets
- Reviewed over 1600 SKUs worldwide to harmonise product portfolio & strengthen product recognition
- Mediated the development of regional and local packaging design for a coherent branding
- Managed the branded marketing materials for internal events and communication
- Led the annual Design Review to evaluate the creative execution at global level
- Enhanced the development of eCommerce, merchandising and Digital Platform

2010 – 2012 **Association of Thai Students in Switzerland, Bern, Switzerland**
Co-Founder & Vice President of Public Relations

- Established the first Association of Thai Students in Switzerland
- Led the public relations and organised fundraising and events

EDUCATION

2018 – 2019 **ESSEC Business School, Paris, France**
Global MBA with Major in Luxury Brand Management
Case studies include: **Hermès** – Financial Analysis 2017, OMNI Retail Diagnosis,
Penhaligon's – Brand Visual Identity and Collaboration Analysis, **Jean Patou** – Strategic revival plan

2009 – 2013 **ECAL / École cantonale d'art de Lausanne, Lausanne, Switzerland**
Bachelor of Arts in Visual Communication – with Major in Graphic Design

- **Thesis:** *Luxury Lustre*: 300-pages book of visual exploration about the role of luxury in humanity

LANGUAGES AND TECHNOLOGY

Languages Thai: Native, English: Fluent, French: Advanced
Computer skills Proficient in Adobe Creative Suite (InDesign, Illustrator, Photoshop, Digital Publishing Suite), Microsoft Office

INTERESTS

One-of-a-kind experience enthusiast (travel and fine dining), luxury retreat and spa, natural skin-care, swing dance, rhythm cycling, yoga, culinary, wine tasting, volunteering for charities (Wildlife Friends Foundation Thailand, Habitat for Humanity)

GLOBAL MBA WITH MAJOR IN LUXURY BRAND MANAGEMENT

ESSEC BUSINESS SCHOOL

Wency (Wing Sze), LI

wency_li@hotmail.com
www.linkedin.com/in/wencywingszeli
Nationality: Hong Kong

CAREER OBJECTIVE

A position in operational marketing/client experience/business development in the jewellery & watches or fashion sectors.

PROFESSIONAL EXPERIENCE

2019 (2,5 months) — **Cartier, Paris** - *ESSEC Field Project/Consulting Mission*
- Developing new concepts for client experiences

April 2019 (1 week) — **Louis Vuitton, Paris, France** – *ESSEC Retail Internship*
- Actively participated in the day-to-day running of the store and assisted international and local clients

2016 – 2017 — **Modern Media Group, Hong Kong**
(The leading luxury lifestyle magazine in Hong Kong)
Marketing Manager
- Involved in business development, broadened client base to meet company's sales target
- Worked closely with clients from luxury sector (e.g. Montblanc, Cartier, Chanel) to create and deliver marketing solutions including organizing exhibition and creating customer experiences
- Managed and reformed all digital marketing platforms (e.g. Facebook, WeChat, video channel)

2013 – 2016 — **The Eslite Culture, Hong Kong**
(The largest retail bookstore chain in Taiwan)
Public Relations Representative
- Addressed all PR-related issues and developed extensive media network
- Initiated marketing campaigns and external partnerships to drive sales increase
- Acted as chief editor of in-house publication and social media content
- Liaised between Head Office in Taiwan and Regional Office Hong Kong

2011 – 2012 — **Blu Inc Media, Hong Kong**
(The leading luxury publication group in Asia)
Senior Marketing Executive
- Engaged in third party partnership (e.g. Chopard, Breguet, Piaget) to maximize brand's exposure and increase revenue
- Organized and delivered more than 20 tradeshows and marketing events to enlarge client base

2008 – 2010 — **Tai Ming Investment, Hong Kong**
(The sole distributor of a few international luxury brands in China, e.g. Lladró, Baccarat, Christofle)
Assistant Marketing Manager
- Elaborated strategic planning for the distribution of luxury porcelain brand "Lladró" in China
- Prepared proposals and negotiated new points of sale
- Monitored sales figures and organized marketing events to boost sales

2008 — **Carrera y Carrera, New York, USA**
(A Spanish luxury jewelry brand present in 40 countries)
Marketing Executive
- Coordinated large scale press events for new product launches
- Carried out market research on pricing strategy, complied sales reports and analysis

EDUCATION

2018 - 2019 — **ESSEC Business School, Paris, France**
Global MBA with Major in Luxury Brand Management

2010 – 2011 — **Chinese University of Hong Kong**
Master's Degree in Journalism

2004 – 2007 — **University of Hong Kong**
Bachelor's Degree in Social Sciences – Psychology & Criminal Justice

LANGUAGES AND TECHNOLOGY

Languages — Cantonese: native; English / Mandarin: fluent; French: intermediate
Computer skills — Microsoft Office, Photoshop, SAP

INTERESTS

Arts & Culture, Movie, Literature, Media, Psychology, Cross-Cultural Experience, Luxury Lifestyle

GLOBAL MBA WITH MAJOR IN LUXURY BRAND MANAGEMENT

ESSEC BUSINESS SCHOOL

Vinay PALANDE

vinay.palande@essec.edu
Nationality: French

CAREER OBJECTIVE

Execute a key strategic role in the luxury industry in general management, marketing or sales preferably in fragrances & cosmetics or jewelry & watches.

PROFESSIONAL EXPERIENCE

2019 (2,5 months) — **Firmenich, Paris, France** - *ESSEC Field Project/Consulting Mission*

- Identifying untapped business opportunities for Firmenich on the global aromatherapy market

April 2019 (1 week) — **Jo Malone, Paris, France** – *ESSEC retail internship*

- Actively participated in the day-to-day running of the store and assisted international and local clients

2012 – 2018 — **Stanley Black & Decker, Morangis, France**
Lead Business Analyst

- 2012 – 2018: Led & managed the business intelligence (BI) department covering the European perimeter (more than 300 users) & managing on an average 3 consultants (internal & external)
- 2012 - 2015: Led & managed the BI implementation for the integration of $400M FACOM company (acquisition) into the global SAP environment of Stanley Black & decker Inc.(BI module comprised of 3 members & collaborated with a complex global project team of more than 100).

2007 – 2012 — **Atos, Paris, France**
Senior Consultant

- For client Renault, Led & implemented 2 complete SAP business intelligence life cycle projects right from the business analysis over a manufacturing perimeter of 37 sites spread across the globe. (team - 6 internal & 1 external)
  - Phase 1: Acted as the chief architect to provide integrated solutions for 6 complex cases
  - Phase 2: Brought corrective measures to remove roadblocks from the offshore model resulting in 30 % increased project profitability while providing increased efficiencies of $2B operations.
- For our client DSM group, led the BI module of 3 members while collaborating with a cross functional & multicultural team of international experts to implement SAP BI for a complex case in food specialties division worth $1B across sites in France & Netherlands.
- Implemented projects for other clients such as EDF, French Army, La Poste & Biogaran.

2005 – 2007 — **Sword Group, Lille, France**
Consultant (Ingénieur d'études)

- Worked on 2 projects, former a BI solution that integrated data for the flat carbon steel business of Arcelor-Mittal and latter led a project to optimize raw material movement worth $900M.

2000 – 2004 — **Tata Consultancy Services, Mumbai, India**
Systems Engineer, IT Analyst

- Worked on BI projects to bring efficiencies for different businesses of General Electric (GE) and led the SAP BI module for the pharma major Eli Lilly.

EDUCATION

2018 - 2019 — **ESSEC Business School, Paris, France**
Global MBA with Major in Luxury Brand Management
Case studies include: key brand collaborations of **Tag Heuer**; revival & repositioning of the brand **Jean Patou** post LVMH acquisition; the strategic revival of the hoteling e-distribution channel of **Hyatt**; financial statement analysis of **Moncler**, **Ferragamo**, **Prada** & **TOD's**; the brand analysis of the brand **GAP**

2004 – 2005 — **Université des Sciences et Technologies de Lille 1, Villeneuve d'Ascq, France**
Mastère Système d'Information et d'Aide à la Décision

1995 – 1999 — **University of Pune, Pune, India**
Bachelor of Mechanical Engineering

LANGUAGES AND TECHNOLOGY

Languages	Marathi: native, French : fluent , English : fluent , Hindi : fluent
Computer skills	Excel, Word, PowerPoint, SAP Business Intelligence

INTERESTS

Chess, Tennis, Football, volunteer for Unicef, Vedic Astrology & related remedies via precious stones, travel & arts

GLOBAL MBA WITH MAJOR IN LUXURY BRAND MANAGEMENT

ESSEC BUSINESS SCHOOL

Eshaa PANCHAL

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www.linkedin.com/in/eshaa-panchal/
Nationality: Indian

CAREER OBJECTIVE

A brand manager or marketing and communication position in fashion & accessories or fragrances & cosmetics in the EMEA region

PROFESSIONAL EXPERIENCE

2019 (2,5 months) — **Louis Vuitton, Paris, France** - *ESSEC Field Project/Consulting Mission*

- Developing a disruptive consumer experience

April 2019 (1 week) — **Gucci, Paris, France –** *ESSEC retail internship*

- Actively participated in the day-to-day running of the store and assisted international and local clients

2016– 2018 — **Genesis Luxury Pvt Ltd, Mumbai, India**

(Distributor for luxury brands in India including Bottega Veneta, Armani, TUMI, Michael Kors etc.)

Assistant Manager – Marketing & Communications

- Coordinated with teams, for Bottega Veneta, Paul Smith, Michael Kors & TUMI on the Indian market.
- Ideated, developed & implemented 360-degree campaigns for brands managed. Developed & executed marketing tactics to analyse effectiveness versus the objective.
- Initiated & executed strategic alliances to elevate brand operations & perception in India.
- Initiated influencer marketing programme across Genesis Luxury
- Designed elevated content for B2C & B2B communications and all customer touchpoints. (E.g.: Promotional Material, emails communication from store to customer etc)
- Strategized & supervised execution of CRM plans for brands managed. Created content for use in e-communication & digital communication.
- Conceptualised appropriate events (for 10-200 people) for the brands keeping in mind the objective, and execution to ensure global guidelines were met.
- Maintained & developed media relationships with editors, writers, journalists, bloggers.

2014 – 2016 — *Senior Executive - Marketing & Communications*

- Developed & implemented PR strategies for the brands managed. Curated relevant PR content for long lead, short lead media, digital placements & celebrity placements.
- Created & analysed reports for press coverage. Analysed the trends, & circulated a comprehensive report to various HQ's, internal top management & teams.
- Assisted in overall execution of events for the brands managed.
- Executed regional campaigns for special occasions & global initiatives by the brand
- Managed the social media presence of the brands in the Indian market
- Developed & implemented store-personnel soft skill training.
- Acted as the point of contact between my senior manager for internal & external stakeholders
- Studied the business trends, and created micro campaigns to offer sales support to shop-floor teams in order to reach the organisation's target

2013 – 2014 — **Tute Consult**

(Boutique PR agency)

Account Executive

- Designed the PR strategy for high-street and premium brands
- Assisted Chief Initiator on business development plans & pitched presentations to new clients
- Managed social media content for the agency and its clients.

EDUCATION

2018 - 2019 — **ESSEC Business School, Paris, France**
Global MBA with Major in Luxury Brand Management

2008 – 2010 — **Jai Hind College (MUMBAI UNIVERSITY), Mumbai, India**
Bachelors in Management Studies

LANGUAGES AND TECHNOLOGY

Languages — English, Hindi, Regional Indian Languages: Marathi, Gujarat (Fluent) French (Intermediate)
Computer skills — Microsoft Office, CRM Programs, Social Media platforms

INTERESTS

Travel, luxury goods, volunteering, Speech & Drama, Pop culture, Yoga & Pilates.

GLOBAL MBA WITH MAJOR IN LUXURY BRAND MANAGEMENT

ESSEC BUSINESS SCHOOL

Kamie PHAM, CPA, CFE

kamie.pham@gmail.com
www.linkedin.com/in/kamiepham
Nationality: American

CAREER OBJECTIVE

To apply my international experience, problem solving and analytical skills towards a Compliance, IP Enforcement, or Business Analyst Manager position in the luxury industry.

PROFESSIONAL EXPERIENCE

2019 (2,5 months) **DFS, Paris, France** - *ESSEC Field Project/ La Samaritaine Project Consulting Mission*

- Developing strategies to define the spirit of hospitality for La Samaritaine's rebirth in 2020

April 2019 (1 week) **Louis Vuitton, Paris, France –** *ESSEC retail internship*

- Actively participated in the day-to-day running of the store and assisted international and local clients

2014 – Current **Apple Inc., Cupertino, USA**

Forensic Accounting / Decision Support – Senior Analyst

- Managed fraud, counterfeit, and compliance related investigations for Apple's global service business across retail, online, third-party partner, and supply chain channels. Investigations resulted in financial recoveries in excess of $10 million dollars and were conducted in Brazil, Canada, and across the USA.
- Developed standard and ad-hoc reports to identify key fraud metrics and presented recommendations to management based on analysis performed on datasets containing millions of rows using advanced SQL and Tableau skills.
- Demonstrated excellent communication and presentation skills by drafting complex reports and creating impactful Keynote presentations to communicate findings to senior management.
- Proven track record of being recognized as a top performer and team leader with experience on-boarding, coaching, and training new team members and associates globally.
- Consulted on policies and procedures to improve security and controls to mitigate fraud, and managed relationships with key business partners including Legal and Internal Audit.
- Leveraged deep understanding of the AppleCare business to consult on process re-engineering for business partners to help drive efficiencies, and influence business decisions.

2011 – 2014 **PricewaterhouseCoopers (PwC), Los Angeles, USA**

Senior Associate – Advisory (Forensic Services)

- Led and performed licensing management and contract compliance inspections at more than 30 licensees in the Retail/Brand Licensing, Technology, Consumer Electronics industries.
- Engagements have included managing and working directly with staff and licensees in the USA, Mexico, France, China, Japan, South Korea, Taiwan, Vietnam, and the Czech Republic.
- Royalty inspections included determining the royalty underpayment due to licensors and compliance with contractual terms, using advanced Excel and SQL skills on voluminous datasets.
- Performed an FCPA compliance review in Vietnam, leveraging Vietnamese language skills to analyze documentation and contracts for exceptions such as payments to government officials.

2010 – 2011 **Forever 21 Inc., Los Angeles, USA**

Retail Analyst

- Prepared and analyzed sales, inventory, and general KPI reports for over 450 stores.
- Researched competitors, and internal / external factors affecting store performance results.
- Efficiently managed ad-hoc reporting, analysis, and projects in a fast-paced environment.

EDUCATION

2018 - 2019 **ESSEC Business School, Paris, France**
Global MBA with Major in Luxury Brand Management

2005 – 2009 **University of California, Irvine, USA**
B.A. Business Economics, B.A. International Studies

LANGUAGES AND TECHNOLOGY

Languages: Native languages: English, Vietnamese. Advanced French.
Computer skills: Advanced Excel, Tableau, Keynote and PowerPoint. Databases: MS SQL Server and Teradata.

INTERESTS

Fashion industry analysis (BOF, WWD), mentorship, cooking, hot vinyasa yoga, half marathon runner, travel blogging.

GLOBAL MBA WITH MAJOR IN LUXURY BRAND MANAGEMENT

ESSEC BUSINESS SCHOOL

Victoria C. ROGERS

Victoria.rogers@essec.edu
linkedin.com/in/victoria-c-rogers
Nationality: American

CAREER OBJECTIVE

Seeking a position in the marketing or project management areas related to the jewelry and watches industry.

PROFESSIONAL EXPERIENCE

2019 (*2,5 months*) — **Cartier, Paris** - *ESSEC Field Project/Consulting Mission*

- Developing new concepts for client experiences

2013 – 2018 — **The Roosevelt Investment Group, New York, USA**

Marketing Manager, Marketing Associate, Private Client Group Associate

- Led operational marketing activities (print, digital and email) and coordinated with cross-functional departments in developing campaigns to meet goals of engaging clients and generating prospects.
- Spearheaded a rebranding email campaign to improve brand awareness and reposition the business. This effort generated $7 million in new accounts.
- Led implementation and ongoing administration of CRM system; managed a team of 2 to adapt system to needs; facilitated data curation; designed and implemented training curriculum to encourage sales team's adoption of CRM; monitored and managed team of 4's interaction with the system to ensure adherence to standards and appropriate follow through.
- Regularly aggregated and presented campaign trends and conversion metrics to executives.
- Streamlined product data using the Bloomberg terminal, reducing time spent aggregating data and running reports by 86% and reduced errors by 30%.
- Managed public relations initiatives and media relationships.
- Organized quarterly conferences and dinners for 25 – 30 small business managers and executives.
- Regularly communicated product updates internally and to external partners.

2015 – 2018 *(part time)* — **Rago Auction House, Lambertville, USA**

Auction Support

- Managed fine estate jewelry inventory during high traffic hours.
- Relayed information from the Gemological Institute of America regarding jewelry conditions.
- Educated buyers on jewelry's provenance.

2015 – 2016 *(part time)* — **Tiffany & Co., New York, USA**

Sales Associate

- Consulted with customers on gift giving recommendations and executed their transactions.
- Promoted current styles and trends through the newly conceptualized "Style Center".
- Maintained case lines to visual merchandising standards.
- Delivered the Tiffany experience during the high traffic, holiday season.

EDUCATION

2018 - 2019 — **ESSEC Business School, Paris, France**

Global MBA with Major in Luxury Brand Management
Leadership: Class Representative for Luxury Major
Case Studies include: Tiffany & Co. Brand DNA and in-depth Financial Analysis; Cartier Mystery Shopping; Retail Assessment of: Cartier, Boucheron, Harry Winston, Jaeger-LeCoultre, Audemars Piguet; Van Cleef & Arpels Omni Channel Retail Assessment

2009 – 2013 — **Elon University, Elon NC, USA**

Bachelor of Science in Business Administration: Marketing, Minors in Communications & Spanish

LANGUAGES AND TECHNOLOGY

Languages — English native, Spanish fluent, French basic
Computer skills — Adobe Creative Suites, Google Analytics, Bloomberg Professional Technologies, Microsoft Office

INTERESTS

Jewelry collecting, attending exhibits, reading, traveling, event planning, European history, comedy shows, cooking, personal fitness

ESSEC BUSINESS SCHOOL

GLOBAL MBA WITH MAJOR IN LUXURY BRAND MANAGEMENT

Aastha SACHDEVA

aasthasachdeva27@gmail.com
Nationality: Indian

CAREER OBJECTIVE

To pursue a career in digital marketing and e-commerce preferably for a luxury fashion & accessories or fragrances & cosmetics brand

PROFESSIONAL EXPERIENCE

2019 (2,5 months) — **Firmenich, Paris, France -** *ESSEC Field Project/Consulting Mission*

- Identifying untapped business opportunities for Firmenich on the global aromatherapy market

April 2019 (1 week) — **Le Labo, Estée Lauder, Paris, France –** *ESSEC retail internship*

- Actively participated in the day-to-day running of the store and assisted international and local clients

2018 (5 M) — **Dyson, Gurgaon, India**

Assistant Manager- Marketing, Beauty Appliances
(Part of the brand launch team)

- Implemented social and digital strategy to create brand awareness and engagement and measured campaign effect by using Google Analytics
- Played a key role in influencer marketing and brand collaborations that helped Dyson reach its audience and monitored its impact
- Drove retail store engagement and sales by hosting retail events

2014 – 2017 (3 Y, 2 M) — **Yepme, Gurgaon, India**
(India's biggest online fashion brand)
Manager- Marketing , previously Senior Executive- Digital & Product Marketing

- Responsible for customer acquisition and retention through Digital Marketing campaigns
- Managed media agency, executed Yepme Ethnic wear launch campaign featuring Shah Rukh Khan and Tamanaah Bhatia (Indian celebrities) across mediums like DTH, Print and TV
- Initiated company PR; managed press releases, press conferences, product placements, influencer marketing, press conferences and company events
- Played a key role in driving site and store sales by building special offers to increase the revenue.
- Executed product pricing, sale communication via SMS, E-mailers and App notifications
- Initiated App notifications that improved the average monthly app user sessions by 300%
- Introduced recommendations engine, image search engine. Led the project for UX/UI changes on Site and App to improve the user shopping journey which led to reduced bounce rate and increase in sales by 542,000 Euros.
- Commenced brand Instagram account. Responsible for building strategies and content for all social media handles to improve the social engagement and sales through these channels.

Genesis Luxury, Gurgaon, India
(LVMH Affliate)
Summer Intern

2014 (3 M) — Interned with Canali (Luxury Men's wear Fashion and accessories Brand) in India to research the best medium of promotion in Indian Market- print or social media

2011 (2 M) — Interned with Burberry retail store in India to understand the luxury consumer profile and their buying behaviour in India; Participated in brand sale events

EDUCATION

2018 - 2019 — **ESSEC Business School, Paris, France**
Global MBA with Major in Luxury Brand Management

2012 – 2014 — **PEARL ACADEMY - Part of Laureate International University, New Delhi, India**
Post Graduate Diploma in Fashion Marketing

2009 – 2012 — **JESUS AND MARY COLLEGE, Delhi University, New Delhi, India**
Bachelors in Arts (Mathematics & Economics)

LANGUAGES AND TECHNOLOGY

Languages — Hindi : native English : fluent French : basic

Computer skills — MS Office (Word, Excel, Power point, Outlook), Apple, Google Analytics, Social Media Platforms, Email Marketing Software

INTERESTS

Fashion, Social Media, Travel, Beauty, Sustainability, Singing, Digital Marketing, Gastronomy

GLOBAL MBA WITH MAJOR IN LUXURY BRAND MANAGEMENT

ESSEC BUSINESS SCHOOL

Neyhal SALWAN

salwanneyhal@gmail.com
https://www.linkedin.com/in/neyhal-salwan
Nationality: Indian

CAREER OBJECTIVE

To pursue a career in marketing or project management within the luxury fashion and accessories or fragrances and cosmetics sectors.

PROFESSIONAL EXPERIENCE

2019 (2,5 months) — **Cartier, Paris** - *ESSEC Field Project/Consulting Mission*

- Developing new concepts for client experiences

April 2019 (1 week) — **Frederic Malle Parfums, Paris, France –** *ESSEC retail internship*

- Actively participated in the day-to-day running of the store and assisted international and local clients

2014 – 2018 — **Deloitte & Touche AERS India Private Limited, Bangalore, India**

Advisory Solution Advisor (Risk Consultant)

- Served as PMO (Project Management Officer) for RPA (Robotic Process Automation) capability building within the organization.
- Conducted vulnerability assessment and penetration testing of network and web applications
- Engaged in Mobile application (ios and Android) and thick client vulnerability assessment.
- Led the analysis for Cyber Threat Intel Portal which required content creation, documentation, time management skills and leadership skills.
- Completed online Amazon Web Services training acquiring an understanding of the technology and its architecture along with strengthening the basics.
- Acquired vulnerability assessment and analytical experience in cloud security
- Worked on various projects during the course of graduation which included training in embedded system programming. Worked on soft wares like Pspice, Keil and Mat lab. Acquired elementary knowledge of programming languages like C, C++ and VHDL.

2007-2010 (Part-Time) — **Rivaaz, GreenPark, Delhi, India**

(Boutique for High End Indian Wear)

- Supervised the factory visits and assisted the owner with material procurement
- Acquired an in-depth understanding of various types of materials, embroidery techniques and stitching
- Chiseled the art of dealing with elite clients and catering to their specific needs

EDUCATION

2018 - 2019 — **ESSEC Business School, Paris, France**

Global MBA with Major in Luxury Brand Management

Case Studies include:

- Rent the Runway – The use of Lean Startup Model
- Revival of Moynat – Various ways to relaunch a luxury brand,
- Finance Empire of LVMH and Richemont – Studied and Analyzed the financial structures of these luxury conglomerates
- Jean Patou – Discovered new Age Revival Strategies of a dormant luxury brand

2010 – 2014 — **University Institute of Engineering & Technology, Punjab University, India**

Bachelor of Engineering - Electronics and Communications

LANGUAGES AND TECHNOLOGY

Languages — Hindi: Mother Tongue, English, Punjabi: fluent, French: Basic

Computer skills — Windows and Mac Platforms. MS Office: Excel, 365Planner, Word, PowerPoint, Outlook, Visio, HTML coding basics, UNIX and DOS coding, C, C++, Mobile and Web Application Security Testing, Social Media Platforms

INTERESTS

Jewellery, Skin care, Fashion, Sports, Writing (Free lanced for Times of India), Yoga, Vocabulary, Arts and Culture

GLOBAL MBA WITH MAJOR IN LUXURY BRAND MANAGEMENT

ESSEC BUSINESS SCHOOL

Aastha SHRIMAL

ashrimal.jiah@gmail.com
www.linkedin.com/in/aastha-shrimal-0649a988/
Nationality: Indian

CAREER OBJECTIVE

To pursue a business development or operational marketing role in the luxury industry

PROFESSIONAL EXPERIENCE

2019 (2,5 months) — **Moët Hennessy, Paris, France** - *ESSEC Field Project/Consulting Mission*
- Working on a strategic innovation research project to answer mindful drinking trends

April 2019 (1 week) — **Tod's, Paris, France –** *ESSEC retail internship*
- Actively participated in the day-to-day running of the store and assisted international and local clients

2015 – 2018 — **InMobi, Bengaluru, India**
(A global provider of intelligent mobile platforms for enterprise marketers)

2018 (6.5 months) — *Lead, Supply Partnerships*
- Established the social media marketing business by onboarding premium partners like Snapchat, Yahoo, Bing – spearheading the development of a new monetisation platform for brand advertisers
- Handled mobile ad spends for brand advertisers globally by devising digital campaign strategies, creative conceptualization, development and analysing best practices for highest ROAS
- Managed billing, legal compliance and operations for strategic partnerships
- Grew sales revenue 300% MoM by guiding and training regional teams

2017 — *Team Lead, EMEA*
- Supervised delivery of mobile UA campaigns in Europe & Middle-East regions, ensuring 36% net profit margins
- Developed key account partnerships with leading app developers & exchanges that contributed a fourth of team's revenue
- Collaborated with Product, Engineering and Sales teams to develop and launch the ad-fraud tool

2016 — *Account Manager, ANZ*
- Worked with marketers in Australia & New Zealand to facilitate lead generation over mobile
- Launched the app download business with ANZ clients, delivering 2x growth QoQ
- Analysed data across vertical to deliver user-behaviour trends and insights

2015 - 2016 — *Campaign Manager*
- Supported post-Sales operations like set-up, testing and reporting for APMEA advertisers
- Optimised campaigns to acquire high LTV users

EDUCATION

2018 - 2019 — **ESSEC Business School, Paris, France**
Global MBA with Major in Luxury Brand Management

2011 - 2015 — Birla Institute of Technology & Science, Pilani, India
Bachelor of Pharmacy (Hons.)

LANGUAGES AND TECHNOLOGY

Languages — Hindi: native, English: native, French: basic
Computer skills — Microsoft Office, Google Adwords, Tableau

INTERESTS

Innovation, Technology, Marketing, Advertising, Entrepreneurship, Sustainability

GLOBAL MBA WITH MAJOR IN LUXURY BRAND MANAGEMENT

Na (Christine) SUN

B00717426@essec.edu
https://www.linkedin.com/in/na-christine-sun
Nationality: Chinese

CAREER OBJECTIVE

A position in Marketing (Operational & Strategic Marketing or Digital/E-commerce/CRM) preferably in Perfume & Cosmetics or fashion & accessories

PROFESSIONAL EXPERIENCE

2019 (2,5 months) — **Firmenich, Paris, France -** *ESSEC Field Project/Consulting Mission*

- Identifying untapped business opportunities for Firmenich on the global aromatherapy market

4.2019 1 week — **By Kilian, Paris, France -** *ESSEC retail internship*

- Actively participated in the day-to-day running of the store and assisted international and local clients

4.2018-2.2019 (part-time) — **TailorExpress , Paris, France & China** (A Chinese start-up brand specialized in men's Bespoke suits)
Social Media & Digital Marketing Manager

- Developed digital marketing strategies & plan including PR, event, digital, social media
- Generated digital content on various social media platforms (Instagram, Xiaohongshu,wechat,weibo)
- Identified suitable influencers/KOL and other brand collaboration opportunities to increase brand awareness
- Managed the social media community (e.g. wechat, xiaohongshu, weibo)

2012 – 2018 — **Accenture**, **Dalian, China** (Leading International Consulting Company)
CRM Time & Expense Financial Analyst

Financial Analysis & Internal Auditing

- Performed internal audit & financial analysis on travel expenses claims by employees
- Assisted manager in generating expense & audit reports and analysing on the expense trends

Customer Service Management (CRM)

- Prepared monthly operational data & reports to monitor the SLA and operation efficiency
- Analysed customer feedbacks & operational reports to propose potential process enhancement, reduced service turnaround by 5%
- Managed & Updated FAQ and other service documentations in CRM knowledge repository

Marketing & Communication and Project Management

- Led a team of 2 to manage internal corporate &CSR communication projects and launched email & newsletter campaigns
- Coordinated with creative service agencies to ensure the quality of the campaign materials

10.2016 — **PureDistance, Shanghai, China** (a niche luxury perfume brand - **https://www.puredistance.com/**)
Assistant & Exhibition Coordinator to the Founder

- Facilitated the brand promotional activities during the two-day perfume exhibition

EDUCATION

2018 - 2019 — **ESSEC Business School, Paris, France**
Global MBA with Major in Luxury Brand Management
Case studies include : By Kilian (Brand DNA Analysis & Collaboration Strategy), Coty (Digital Consulting Mission), Chanel (Retail Client Experience Analysis), Armani Beauty (Perfume Development & Operational Marketing), Farfetch (Omni-Channel Retail Analysis),Serge Lutens (Luxury Client Behaviour Analysis)

2007 – 2011 — **Dalian University of Foreign Languages, Dalian, China**
Bachelor of Arts in French & English Language & Literature

LANGUAGES AND TECHNOLOGY

Languages — Chinese: Native, English : Fluent, French : Intermediate (DALF C1)
Computer skills — Office, Mac OS, SAP, Photoshop, Social Media (e.g. Wechat editing tool, Instagram), Google Analytics

INTERESTS

Niche Perfume Collection, Yoga, Travel, Art & Design, Painting, Calligraphy, Blogging, Volunteering

GLOBAL MBA WITH MAJOR IN LUXURY BRAND MANAGEMENT

Vi TRUONG

vi.truong@essec.edu
https://www.linkedin.com/in/vi-truong-dugas
Nationality: Vietnamese

CAREER OBJECTIVE

An operational marketing role in fragrances and cosmetics.

PROFESSIONAL EXPERIENCE

2019 (2,5 months) **Lancôme/L'Oréal Luxe, Paris, France** - *ESSEC Field Project/Consulting Mission*

- Developing a new range and its 360° activation plan to target younger consumers

April 2019 (1 week) **Diptyque, Paris, France –** *ESSEC retail internship*

- Actively participated in the day-to-day running of the store and assisted international and local clients

2011 – 2017 **Louis Vuitton, Hochiminh, Vietnam**

Head of Retail/MKT/Sales/Operation/CRM of Vietnamese affiliate (supervised 30 staff)

- Managed the P&L, Sales, Marketing activities and the general operations of two boutiques
- Executed business development projects including store closing and opening, resulting in **+9% growth in 2013 & 2014 and double-digit growth in 2015 and 2016**
- Supervised recruitment, training calendar, & career development of retail team **(<0.5% rentention rate)**
- Participated in Global Rethink Retail project in 2013, focusing on changing the global retail mind-set of total employees; developed & executed in-store animation & exclusive events
- Maintained the image of the brand through daily operations, CRM activities and After-Sales service

2008 – 2011 **Clinique/Estée Lauder Companies, Hochiminh, Vietnam**

Head of Sales and Marketing of Vietnamese affiliate (supervised 100 staff)

- Managed the P&L, identified strategic actions in relation to Sales, Marketing & Retail performance
- Established national retail network; managed inventory & collaterals, ensured premium visual displays
- Adapted global Marketing calendar to local market; executed exclusive Marketing campaigns including Millennial Acquisition & Brand Expansion in primary cities (+30% growth in sales over 3 years)
- Handled PR requests (media placements & photoshoots), organized PR events & in-store activities
- Overseed the recruitment, training & performance review of 100 staff members

2005 – 2008 **Unilever Vietnam, Hochiminh, Vietnam**

2007 – 2008 *Brand Manager (Lux & Dove - Skin Cleansing Business Unit, supervised 3 staff)*

- Administered the P&L, developed Marketing & Communication campaigns for both brands
- Expanded brand visibility from 6 to 36 key cities **(achieved 180% sell-in in six months)**

2005 – 2007 *Assistant Brand Manager (Pond's – Skincare Business Unit, supervised 1 staff)*

- Developed launch initiatives & successfully deployed go-to-market plan for Pond's anti-aging products
- Conducted Brand Equity Research, gathered competitor studies & collected market intelligence

2003 – 2005 **Kantar Group, Hochiminh, Vietnam**

Assistant Qualitative Research Director

- Ran qualitative research projects using different research methods such as Focus Groups, In-depth Interviews & Home Visit

EDUCATION

2018 – 2019 **ESSEC Business School, Paris, France**

Global MBA with Major in Luxury Brand Management

Participant of the winning teams: GIORGIO ARMANI PERFUME/L'OREAL LUXE: product development | DAVIDOFF/COTY: Digital Marketing strategy to attract Millennials

Case studies include BOBBI BROWN – brand collaboration analysis | JEAN PATOU – brand revival strategy |CHANEL – mystery shopping exercise| SEPHORA – analysis of omnichannel strategy | LANCÔME – analysis of Digital Marketing strategy | Comparison between retail distribution models in Asia & Middle East for beauty industry

2015 – 2017 **Institut d'Échanges Culturels avec la France (IDECAF)** - Intensive French courses (C1 DELF equivalence)

2000 – 2005 **Foreign Trade University, Hochiminh City, Vietnam**

Bachelor's Degree in International Business Management

LANGUAGES AND TECHNOLOGY

Languages: Vietnamese: native, English: fluent, French: fluent, Chinese (Mandarin): basic

Computer skills: Proficient MS Office Suite, Google Analytics, SAP, QlikView, Dream and RMS

INTERESTS

Cosmetics and beauty, yoga, reading, volunteering work, swimming, digital, technology and innovations across industries

ESSEC BUSINESS SCHOOL

GLOBAL MBA WITH MAJOR IN LUXURY BRAND MANAGEMENT

Emilia WILSON

emilia.m.wilson@gmail.com
linkedin.com/in/emiliawilson
Nationality: American

CAREER OBJECTIVE

Seeking a position with a luxury watch brand as an international project and/or events manager.

PROFESSIONAL EXPERIENCE

2019 (3.5 months) — **Audemars Piguet | Le Brassus, Switzerland** [Watch Industry]
ESSEC Field Project/Consulting Mission
- Developing a strategic initiative for a new Business Unit

2019 (one week) — **Louis Vuitton | Paris, France** [Fashion Industry]
- Actively participated in the day-to-day running of the store and assisted international and local clients

2016 – 2018 (2 years) — **Rolex Watch U.S.A. | New York, USA** [Watch Industry]
Executive Assistant - worked with:
The Communications & Public Relations Departments
- Collaborated with PR on over 20 events per year (e.g. U.S. Open & Rolex Awards for Enterprise)
- Managed 10 or more charity events annually & reported charitable donations to CEO and CFO
- Coordinated distribution of Rolex publications to the press, jewelers, and industry professionals

The Commercial Department
- Analyzed grey market with Commercial Director; reported to Chief Executive Officer & Rolex SA
- Monitored after-sales service at New York office and reported data to Chief Executive Officer
- Organized jeweler appointments, executive travel, and Rolex USA event details for Baselworld

The Finance Department
- Strategically managed company-wide travel program, negotiating contracts & reporting to CFO
- Implemented policy restructuring for unused air tickets, reducing value 60% & preventing waste

2016 (6 months) — **Onslot Creative | New York, USA** [Film Industry]
Executive Assistant to the CCO & Founder (freelance)
- Assisted in business development with such clients as Audemars Piguet, Baccarat & Clinique
- Coordinated production and travel schedule for Chief Creative Officer & Founder

2015 – 2016 (8 months) — **ClassPass | New York, USA** [Tech Industry]
Operations Coordinator (temporary)
- Liaised with studios in US, England, and Australia during integration & ongoing management
- Collaborated with product engineers daily on addressing and monitoring platform updates

2015 (5 months) — **RPM Music Productions | New York, USA** [Music Industry]
Administrative Assistant (temporary)
- Supported management of Tony Bennett & Lady Gaga's tour in 20 cities in Europe & Americas
- Produced financial reports for executives, talent agency William Morris, and Columbia Records

EDUCATION

2018 – 2019 — **ESSEC Business School | Paris, France**
Global MBA with Major in Luxury Brand Management
- Elected as Global MBA Student Ambassador of Luxury Brand Management
- Case studies include: financial analysis of the horology industry, study of retail and distribution in watch & jewelry industry in Hong Kong & Dubai, and audit of Cartier's omnichannel operations

2010 – 2014 — **University of Connecticut | Connecticut, USA**
Bachelor of the Arts in Business with Major in Marketing & Minor in French, *cum laude*

LANGUAGES AND TECHNOLOGY

Languages	English (Native), French (Advanced)
Computer Skills	Adobe Suite, Microsoft Office Suite (Expert in Excel)

INTERESTS

Member of *RedBar New York*, *RedBar Paris*, and *Le Paris Watch Club*, watch enthusiast & collector communities; Horology; Jewelry; Travel; Fashion; Music; Dance; Literature; Yoga; Sailing; Photography; Painting; Film; Architecture

GLOBAL MBA WITH MAJOR IN LUXURY BRAND MANAGEMENT

Weijuan (Wai) YIN

B00742110@essec.edu
https://www.linkedin.com/in/waiyinn/
Nationality : Chinese

CAREER OBJECTIVE

A sales manager position in fragrances & cosmetics in Hong Kong or Shanghai

PROFESSIONAL EXPERIENCE

2019 (2,5 months) — **Louis Vuitton, Paris, France** - *ESSEC Field Project/Consulting Mission*

- Developing a disruptive consumer experience

April 2019 (1 week) — **Le Labo, Estée Lauder, Paris, France -** *ESSEC retail internship*

- Actively participated in the day-to-day running of the store and assisted international and local clients

2016 – 2017 — **Zuellig Pharma, Hong Kong, China**

(Asia's largest pharmaceutical service provider with businesses in 13 countries)

Medical Sales Representative

- Achieved annual sales of **229 000** euros and increased same account sales growth by **23%** over previous year
- Acquired new accounts of 22 clinics in 12 months, equivalent to 5.5 accounts per quarter (compared with industry average of 3 accounts per quarter)
- Co-organized 4 industry-wide medical conferences (attended by **120** doctors each)
- Maintained long-term corporative relationship with customers

2013 – 2015 — **Nu Skin, Guangzhou, China**

(The fastest growing beauty and healthcare company with presence across 53 countries)

Business Partner

- Led a sales team of 3 partners and boosted the revenue from zero to **16000** euros per month
- Introduced latest cosmetics and healthcare products and provided after-sales service to customers
- Organized new product launch events (attended by 300 people)
- Built up and maintained long-term corporative relationships with beauty salons

2010 – 2012 — **KENW TV3, Portales, United States**

News Reporter and Camera Operator (intern)

- Assisted manager with editing news video, camera operating and news report.

EDUCATION

2018 - 2019 — **ESSEC Business School, Paris, France**

Global MBA with Major in Luxury Brand Management

Case studies include: Jean Patou fragrance relaunch, Shiseido financial cases, SK-II

2015 – 2016 — **City University of Hong Kong**

Master in Arts – Integrated Marketing Communication

2009 – 2013 — **Sichuan University (top 10 university in China) & Eastern New Mexico University**

Bachelor of Arts – Journalism (double degree)

LANGUAGES AND TECHNOLOGY

Languages — Mandarin & Cantonese native, English fluent, French & Japanese basic

Computer skills — Office Word, Excel, PowerPoint

INTERESTS

yoga, oil-painting, outdoor activities, travelling, reading

GLOBAL MBA WITH MAJOR IN LUXURY BRAND MANAGEMENT

ESSEC BUSINESS SCHOOL

Hyesung YOON

Hyesung.yoon@essec.edu
www.linkedin.com/in/hyesung-yoon
Nationality: South Korean

CAREER OBJECTIVE

Looking for job opportunities in marketing and merchandising within fragrances & cosmetics and travel retail sector

PROFESSIONAL EXPERIENCE

2019 (2,5 months) — **Moët Hennessy, Paris, France** – *ESSEC Field Project/Consulting Mission*
- Working on a strategic innovation research project to answer mindful drinking trends

2014 – 2019 — **L'Oréal Korea, Seoul, South Korea**

(2018-2019) Training Leave

(2016-2018) *Sr. Product Manager, Yves Saint Laurent Beauté*
- In charge of lip makeup and fragrance; rolled out 8-10 campaigns per year
- Generated huge buzz with a 360° launch program for Vernis a Levres and Tatouage Couture through aggressive viral campaign; increased lip category's rank from 2nd to 1st, in 2017

(2014-2016) *Product Manager, Yves Saint Laurent Beauté*
- In charge of the main drive category, color makeup; improved position in Lip business, taking 2nd position in the market vs 4th, in 2016
- Executed strategic campaign for Rouge Volupte Shine to build the 2nd pillar product; increased the product's rank from 15th to 3rd, in 2016
- Assisted global team from Paris in developing lip products and seasonal looks

2013 – 2014 — **CHANEL Korea, Seoul, South Korea**
Merchandising & Operation Coordinator, Watches & Fine Jewelry
- Increased customer retention rates by designing and launching a new Proactive Service
- Assisted in coordinating a private VIP fashion show

2008 – 2013 — **Estée Lauder Companies Korea, Seoul, South Korea**

(2012 – 2013) *Product Marketing Executive, ESTEE LAUDER*
- Launched a luxury product, Re-Nutriv Re-Creation Duo, and led focused promotions targeting VIP customers
- Developed the skincare regimen card project with a budget of US$ 5,000 to increase cross category sales and revisits; generated extra revenue of US$ 0.3 million from about 2,000 revisits
- Expanded customer base by running Bridal Program to attract young women with no experience in luxury cosmetics; recruited over 250 new customers

Product Marketing Specialist, ESTEE LAUDER

(2009 – 2012)
- Led overall promotion plan for Double Wear: conducted a creative, massive sampling promotion under same budget; made the brand # 1 in cream foundation category in 2010

Sales Admin & Marketing Assistant, Origins & Beauty Bank

(2008 – 2009*)*
- Collected and synthesized weekly sell-in/sell-out data of all sales points in Korea
- Suggested adaptations for local communication materials

EDUCATION

2018 - 2019 — **ESSEC Business School, Paris, France**
Global MBA with Major in Luxury Brand Management

2004 – 2009 — **Ewha Woman's University, Seoul, South Korea**
Bachelor of Fine Arts: Major in Fiber Arts, Double minors in Visual Information Design & History of Art

LANGUAGES AND TECHNOLOGY

Languages — Korean (Native), English (Fluent), French (Basic)
Computer skills — Microsoft Office, SAP, Future perfect, Photoshop, InDesign, Illustrator

INTERESTS

Yoga, Scuba diving (PADI certificated)

ESSEC
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