ESSEC BUSINESS SCHOOL, THE PIONEERING SPIRIT

Created in 1907, ESSEC Business School is an academic institution of excellence which throughout its history has been characterized by its pioneering spirit.

In both full-time education and executive education, ESSEC proposes a wide range of programs to all those wanting to obtain an extraordinary learning experience, strengthen their talent, express their leadership and become truly high-level managers.

A centennial institution with a wide network of academic and corporate partners throughout the world, ESSEC has opted to focus its strategic development on three principles: innovation, involvement and internationalization which compose the three axes of the ESSEC 3i strategy that will be implemented from here until 2020.

An institution nourished by research and committed to an ambitious development of alliances with leading institutions, ESSEC constantly strives to bring its students face to face with cutting-edge knowledge at the crossroads of discipline and to provide them with the latest technologies.

Hallmarked by a profound humanistic tradition, ESSEC has succeeded not only in making the link between business and society a major subject of research, but it is also one of the fundamental components in the training of responsible managers. ESSEC thereby affirms the necessity of putting innovation, knowledge and the creation of value at the service of the wider community.

With students coming from 90 different countries, a largely international faculty body and a campus in the Asia-Pacific region since 2005, ESSEC is both an international and multicultural institution. This internationalization is strengthened by the building of a new, 6,500 m² campus in Singapore and the implementation of development projects in Africa and Latin America.

These three axes – innovation, involvement and internationalization – forge ESSEC’s learning philosophy that is common to all its programs: accompany our students throughout a learning journey aimed at opening them up to new, unthought-of opportunities. Studying at ESSEC means creating your own path towards the future and joining a supportive community of 46,000 graduates worldwide!

Welcome to ESSEC!

Worldwide Rankings

<table>
<thead>
<tr>
<th>FT Financial Times</th>
<th>Business School Rankings 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Master of Science in Management</td>
<td>no.3</td>
</tr>
<tr>
<td>Best Master in Finance</td>
<td>no.4</td>
</tr>
<tr>
<td>Top Executive Open Programs</td>
<td>no.12</td>
</tr>
</tbody>
</table>
Introduction

2015 marks a very special year for us, as we are celebrating the 20th Anniversary of ESSEC’s MBA in International Luxury Brand Management.

Launched in 1995 and regarded by some with a certain degree of scepticism because at that time specialized MBA’s just did not exist, with 17 students in the first class, the numbers have steadily risen over the years with 38 students in this year’s class graduating in September 2015 and some 570 alumni around the globe.

We are particularly proud that this program, still the only one of its kind, has become a reference in terms of international luxury brand management both within the educational field and within the luxury industry itself and that over the years we have been able to fulfil our initial goal to “train the Managers of Tomorrow”, with a number of our alumni now holding key positions in the industry worldwide.

Every year the program attracts participants from as many as 20 different nationalities with an average of 7 years international professional experience. This one year program provides an intensive and demanding learning experience in fashion & accessories, jewellery & watches, fragrances & cosmetics, wines & spirits and retail. Students are exposed to all the major players in the industry through CEO & HR conferences, site visits, case studies, field projects and mentors thus enabling them to constitute a huge diversity of expertise and an invaluable network of industry professionals.

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 MBA Luxe.

Anthea DAVIS
Director of Corporate Relations and Career Development
Tel.: 33 (0) 1 34 43 31 68
Brief description of the MBA Program

The MBA in International 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, both MBA participants and host companies write an evaluation report.

**International Field Trips**
Two 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/Dubai 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 July. 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**

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Age</td>
<td>30 years</td>
</tr>
<tr>
<td>Age Range</td>
<td>25-36 years</td>
</tr>
<tr>
<td>Average work experience</td>
<td>7 years</td>
</tr>
<tr>
<td>Academic background</td>
<td>14% Marketing, 14% Finance/Accounting, 24% Economics/Business,</td>
</tr>
<tr>
<td></td>
<td>12% Science/Engineering, 19% Social Sciences, 10% Design, 7% Law</td>
</tr>
<tr>
<td>International participants</td>
<td>over 92% of students are non-French, representing around 20 countries each year</td>
</tr>
<tr>
<td>Class size range</td>
<td>around 40 participants</td>
</tr>
</tbody>
</table>

**Examples of Global Projects**

<table>
<thead>
<tr>
<th>Category</th>
<th>Project Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accessories</td>
<td>Analysis of customer service in boutiques</td>
</tr>
<tr>
<td>Watches</td>
<td>Brand extension into jewelry</td>
</tr>
<tr>
<td>Leather Goods</td>
<td>An audit of brand image in travel retail</td>
</tr>
<tr>
<td>Fashion</td>
<td>Brand extension for a women’s fashion brand into the male market</td>
</tr>
<tr>
<td>Retail</td>
<td>Development and implementation of a merchandising system for retail operations</td>
</tr>
<tr>
<td>Cosmetics</td>
<td>1) Developing the male cosmetics market in the USA.</td>
</tr>
<tr>
<td></td>
<td>2) The importance of luxury service on the Chinese market</td>
</tr>
<tr>
<td>Wines and Spirits</td>
<td>Building brand communication</td>
</tr>
<tr>
<td>Jewelry</td>
<td>Developing and launching male jewelry</td>
</tr>
<tr>
<td>Cars</td>
<td>Developing a business plan for a luxury car company</td>
</tr>
</tbody>
</table>
The MBA now has 570 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 MBA in International Luxury Brand Management.

<table>
<thead>
<tr>
<th>Nationality</th>
<th>Work Experience Years</th>
<th>Position before MBA</th>
<th>Country</th>
<th>Position after MBA</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brazilian</td>
<td>8</td>
<td>Project Manager, ITA Constructions</td>
<td>Brazil</td>
<td>Business Development Manager, Lancel</td>
<td>Hong Kong</td>
</tr>
<tr>
<td>Chinese</td>
<td>5</td>
<td>Creative Director, Reflexasia</td>
<td>China</td>
<td>Merchandising Executive, Stella McCartney</td>
<td>China</td>
</tr>
<tr>
<td>Japanese</td>
<td>8</td>
<td>Global Production Controller, Nissan</td>
<td>Japan</td>
<td>Travel Retail Area Manager, Elizabeth Arden</td>
<td>Japan</td>
</tr>
<tr>
<td>American</td>
<td>11</td>
<td>V.P. Brand Practice, Ketchum</td>
<td>USA</td>
<td>Snr VP Fragrances, Lancôme</td>
<td>USA</td>
</tr>
<tr>
<td>Indian</td>
<td>8</td>
<td>Global Product Marketing Manager, Hewlett Packard</td>
<td>India</td>
<td>Marketing Manager, Remy Cointreau</td>
<td>India</td>
</tr>
<tr>
<td>French</td>
<td>4</td>
<td>Office Manager, Dalumni</td>
<td>France</td>
<td>Buyer/Product Manager Accessories, Printemps</td>
<td>France</td>
</tr>
<tr>
<td>Canadian</td>
<td>5</td>
<td>Lead Category Analyst, Canadian Tyre Corp.</td>
<td>Canada</td>
<td>Trainee Store Manager, Louis Vuitton</td>
<td>China</td>
</tr>
</tbody>
</table>

Sectors of Activity in which 2014 graduates are working:

- 33% Fashion & Accessories
- 13% Fragrances & Cosmetics
- 16% Jewelry & Watches
- 3% Fine Arts
- 10% Luxury cars
- 10% Wines & Spirits
- 6% Consulting
- 6% Consulting
- 3% Journalism
- 3% Business development/Wolf sales
- 23% Business development/Wholesale
- 29% Operational Marketing
- 3% Buying/Merchandising
- 6% Travel Retail Operations
- 13% Retail Operations
- 6% Social Media
- 3% Project Management

Positions 2014 Graduates Hold:

- 29% Marketing
- 14% Digital Marketing/Social Media
- 23% Business development/Wolf sales
- 29% Operational Marketing
- 3% Buying/Merchandising
- 6% Travel Retail Operations
- 3% Project Management
- 3% Social Media
- 3% Business development/Wolf sales
- 33% Fashion & Accessories
- 13% Fragrances & Cosmetics
- 16% Jewelry & Watches
- 3% Fine Arts
- 10% Luxury cars
- 10% Wines & Spirits
- 6% Consulting
- 6% Consulting
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, FIRMENICH, and EDMOND SARAN for providing scholarships last year.

Here is an overview of the companies recently involved in the program.

Current Partners and Contributors include

Audemars Piguet
BeThe1
Boodles
Burberry
Calvin Klein
Camper & Nicholsons
Chalhoub
Chanel
Chanel Parfums
Christian Dior Couture
Christian Liaigre
Christian Louboutin
Clarins
Coach
Comité Colbert
Ermennegildo Zegna
Estée Lauder Companies
- Bobby Brown
- Clinique
- Estée Lauder
- Mac Cosmetics
Falpago
Firmenich
Floriane de Saint Pierre
Fondazione Altagamma
Hermès
Harvey Nichols
Giorgio Armani

Kering
- Balenciaga
- Bottega Veneta
- Gucci
- Saint Laurent

L’Oréal Luxe
- Giorgio Armani Parfums
- Helena Rubinstein
- Kiehl’s
- Lancôme
- YSL Beauté

LVMH Group
- Acqua di Parma
- Benefit
- Bulgari
- Céline
- Christian Dior Parfums
- D.F.S.
- Emilio Pucci
- Fendi
- Givenchy
- Givenchy Parfums
- Guerlain
- Krug Vins Fins de Champagne
- L Capital
- Loro Piana
- Louis Vuitton
- Moët et Chandon
- Moët Hennessy
- Sephora

Mercedes-Benz

Pernod Ricard Luxury
- Royal Salute
- Martell
- Perrier Jouet

Polo Ralph Lauren
Le Printemps
Richemont
- Cartier
- Chloé
- Dunhill
- I.W.C.
- Jaeger-LeCoultre
- Lancel
- Montblanc
- Piaget
- Ralph Lauren Watches
- Roger Dubuis
- Vacheron Constantin
- Van Cleef & Arpels

Russel Reynolds
Salvatore Ferragamo
Swarovski
The Swatch Group
- Tissot
Tiffany & Co

Tod’s Group
- Elsa Schiaparelli
- Hogan
- Roger Vivier
- Tod’s

Valentino
Visoanska
William Grant & Sons Ltd

Yoox
Curriculum Vitæ
Marie APPEL MONTOYA

Marie.appelmontoya@essec.edu

Nationality: French

CAREER OBJECTIVE
A position in travel retail in fragrances and cosmetics or running retail operations in fashion and accessories

PROFESSIONAL EXPERIENCE
2009 – 2013
GANT, Paris, France
(Menswear, Womenswear, Kids, Home & Accessories)
2012 – 2013
Key Account Coordinator Franchising
- Managed a network of 12 franchises
- Coordinated the wholesale process in showroom meeting objectives and deadlines
- Supervised retail figures with weekly reports to management and stores
- Purchased 14,000 pieces a year in 1st buys
- Forecasted fashion trends and shaped collections
- Merchandized showrooms and stores to strengthen brand image
- Initiated actions with marketing department to increase sales
- Identified customer needs to improve customer service

2010 – 2012
Sales Executive for Womenswear & Kids
- Managed a network of 50 multibrand stores in Western France
- Increased the multibrand wholesale figures by 35% in two years
- Initiated and merchandized womenswear ‘shops-in-shops’ in multibrand stores

2009 – 2010
Showroom Sales Associate & Sales Associate for the Gant flagship

2005 – 2006
GANT, Sydney, Australia
Sales Associate for Department stores David Jones and Myer and for the Gant flagship

EDUCATION
2014 – 2015
ESSEC Business School, Paris, France
MBA in International Luxury Brand Management
Case studies include:
- La Mer: Company’s brand DNA and codes and Omni-channel retailing
- Shu Uemura/ Byredo: Composing companies’ cultural biographies

2007
University of Sydney, Sydney, Australia
Master of Strategic Public Relations

2004
University of Cambridge ESOL Examinations, Sydney, Australia
Cambridge Proficiency

2004
TAFE Institute, Sydney, Australia
Graduate Certificate in Marketing

2003
University of Paris XII, Paris, France
Postgraduate Diploma in International Trade

LANGUAGES AND TECHNOLOGY
Languages
French/English/Spanish: trilingual, Italian/Portuguese: intermediate
Computer skills
Microsoft Office

INTERESTS
Fashion Industry and the Ivy League inspired American sportswear
Cosmetics and fragrances
Anglo-Saxon and South American countries (culture, travels, languages)
Vaibhav BAHL
bahlvaibhav@gmail.com
Nationality: Indian

CAREER OBJECTIVE
A role in buying & merchandizing or retail management in fashion & accessories or business development for fragrances & cosmetics or jewellery & watch brands

PROFESSIONAL EXPERIENCE

2011 – 2014
Madura Fashion & Lifestyle – Aditya Birla Group, Bangalore, India
(ABG group is a US $ 40 Billion corporation, the largest premium fashion & lifestyle player in India)

2012 – 2014
Buyer - Premium & Fashion Brands – Menswear (wovens)
 Headed the buying of men’s category business: Lead the category sell thru from 63% to 89%
 Formulated the buying strategy and developed the buying plan
 Managed OTB, P&L, prepared sales projections and product performance reports
 Led the product innovation centre & managed product development cycle from sketch to stores
 Responsible for the merchandise distribution, stock allocation and order management
 Worked closely with teams of retail, operations, marketing and visual merchandising towards allocation of merchandise, pricing, sales promotion and POS display
 Participated in ad hoc projects such as new store set-up, product launch events and fashion shows

2011-2012 (1 Y)
Management Trainee – Buying, Product, Sales
Allen Solly
Buyer for Accessories
 Managed the design to POS for the accessories line & registered the highest ever trade show bookings – 87% line booked at the event
 Associated the brand with an NGO – Dastkar as a CSR initiative to get suede bags made with less privileged people after training them through initiating various corporate tie-ups

4 months
Van Heusen
Product Development and Costing
 Carried out work-study on the operational breakdown of shirts - Reduced the Standard Allowed Minute (SAM) by 0.8 minutes thereby improving the efficiency of the assembly line
 Carried a fit study across 14 denim brands and launched a new fit which gained a 100% booking at the trade show

4 months
The Collective
Sales Associate
 Carried out lifestyle consumer profiling of the luxury shopper through wardrobe study of 30 Luxury shoppers – Led Focus Group Discussions to gauge subconscious brand led lifestyles
 Independently handled the Designer Labels for Men’s Ethnic Wear (Luxury) – Increased the average Unit Per Transaction (UPT) by 300%

EDUCATION

2014 – 2015
ESSEC Business School, Paris, France
MBA in International Luxury Brand Management

2007 – 2011
National Institute of Fashion Technology (NIFT), Mumbai, India
Bachelors in Fashion Technology – Apparel production

LANGUAGES AND TECHNOLOGY

Languages
English/ Hindi/ Punjabi: fluent, Sanskrit: intermediate, French: basic

Computer skills
Proficient in MS Office, Adobe Photoshop, Corel Draw, SAP

INTERESTS
Fashion, cooking, travelling, meeting new people and studying socio-cultural consumer behaviour
CAREER OBJECTIVE

A position in international marketing/visual merchandising/travel retail preferably in fashion and accessories, jewellery and watches or fragrances and cosmetics.

PROFESSIONAL EXPERIENCE

2011 – 2014  Klépierre, Paris, France
(Real Estate company that owns and manages shopping centers)
Project Manager, Core Model
- Responsible for organizing, implementing and following upon the project in the Italian and Scandinavian subsidiaries
- Animated and coordinated workshops and trainings for operational and financial departments, prepared project documentation
- Reviewed and analysed legal, contractual, and financial specificities, and examined operational workflows
- Lead the master data migration and control processes as well as the integration tests

2010  Lexmark International Technology Hungary, Budapest, Hungary
(6 months)
(Laser printer manufacturer and company services provider)
Customer Care Agent, Customer Care Service
- Responsible for customer relations in African countries, French Overseas Departments and Territories, and Eastern Europe
- Prepared the launch of the Siebel project in Eastern Europe

(Part-time)
(Textile distributor and interior designer)
Supplier Relationship Manager
- Managed supplier relations
- Negotiated with international suppliers and distributors
- Selected new collections of middle and high-end quality textiles at international fairs

EDUCATION

2014 - 2015  ESSEC Business School, Paris, France
MBA in International Luxury Brand Management
Case studies include: Tiffany – analysis on Omni retail channels, Burberry Beauty – analysis on the creation of the Beauty Division, Gucci – analysis on marketing strategy

2010 - 2011  Sciences Po Paris, MINES ParisTech, College of Engineering, Paris, France
Copernic Program: Post-Master’s degree in Management

2006 - 2010  BBS, College of International Management and Business, Budapest, Hungary
Bachelor’s degree in International Business, major in Commercial relationships in the European Union

2002 - 2009  University of Debrecen, Faculty of Law, Debrecen, Hungary
Master’s degree in Law
Supplementary certificate in Law, Politics and Public life

2006 - 2007  University Paul Cézanne, Faculty of Law, Aix-en-Provence, France
European Union Law, International Law – Erasmus Exchange Program

LANGUAGES AND TECHNOLOGY

Languages  Hungarian: native, English/French/Italian: fluent, Arabic/Spanish: beginner
Computer Skills  Microsoft Office, Acrobat, Photoshop, SAP (RE-FX/FI modules), Altaix, Filemaker, BO

INTERESTS

Photography, fashion, interior design, travelling, basketball, running, swimming
JEANINE BENJAMIN
jeaninebenjamin@gmail.com
Nationality: South African

CAREER OBJECTIVE
To pursue a business/product development or operational marketing role in a jewellery & watches or fashion & accessories company

PROFESSIONAL EXPERIENCE

2011 – 2014 JINN, Cape Town, South Africa
(Jewellery and Leather Goods Start-up)
July 2014: Recipient of Mail & Guardian Top 200 Young South Africans Award 2014
(Category – Business and Law)
Founder and Owner
• Designed all collections up to 2014, produced the majority of the 2013 jewellery collection
• Successfully launched brand at Design Indaba tradeshow in March 2013, including design of marketing material and development of an augmented reality smartphone application
• Selected and procured all materials used for handbags and jewellery, including skins and gemstones
• Liaised with private clients on commissioned pieces, from concept to delivery
• Managed suppliers and manufacturers
• Developed e-commerce store

2011 – 2013 Arup, Cape Town, South Africa
(Global Engineering Consulting Firm)
Mechanical Engineer, Buildings
• Designed mechanical services for major building projects, including numerical analyses
• Contributed and compiled winning bid submissions in tendering to be appointed as consultant engineers for large construction projects
• Managed a team of up to 20 professionals periodically to compile submissions of building projects aiming for sustainability ratings

2007 – 2009 Aurecon, Pretoria, South Africa
(Global Engineering Consulting Firm)
Mechanical Technician, Buildings
• Designed mechanical services for major building projects, including numerical analyses

EDUCATION

2014 - 2015 ESSEC Business School, Paris, France
MBA in International Luxury Brand Management
Case studies include: Givenchy – Pop-up Store Campaign, Cartier & Pandora – Cultural Biography
• Awarded the De Beers, French Embassy and ESSEC Alumnus Scholarships

2011 - 2012 Ruth Prowse School of Art
Jewellery Design and Manufacture course

2008 - 2009 University of Cape Town
B.Sc Mechanical Engineering

2004 - 2006 Cape University of Technology
National Diploma in Mechanical Engineering

LANGUAGES AND TECHNOLOGY
Languages
• English / Afrikaans: fluent
• French: beginner
Computer skills
Microsoft Office, MS Project

INTERESTS
Dancing, cooking, travelling, performance arts, writing poetry, camping, goldsmithing
Cristina BURDEINAIA

cristinaburdeinaia@gmail.com

Nationality: Moldovan / Italian

CAREER OBJECTIVE
To pursue a career in product development, merchandising or in luxury brand management in Fashion and Accessories

PROFESSIONAL EXPERIENCE

2014 – Today
Christine Parfum Boutique, Milan, Italy
Store Owner
• Planned and acquired the brands in the store
• Managed daily communications, promotions, advertising
• Decided product selection
• Managed one employee

2013 – 2013
Manganaro, Milan, Italy
(New Italian Womenswear Brand)
Designer
• Carried out market research and analysed trends
• Elaborated and produced ideas for new collections
• Developed patterns
• Drew designs by hand and computer

2012 – 2013
DLuxity.com, New York City, USA
(Web site selling womenswear)
Merchandiser - Buyer
• Managed the orders for the website of clothes and accessories
• Upgraded and renewed the website
• Organized and arranged customers’ orders

2010 - 2012
Atelier Martin Cesar Napoleao, Milan, Italy
(Workshop specialized in designing and tailoring womenswear)
Assistant Design and Creation
• Processed orders – from initial approach, preparation of design until the finished product
• Evolved and created customized designs
• Managed the creative process from start to finish

EDUCATION

2014 - 2015
ESSEC Business School, Paris, France
MBA in International Luxury Brand Management

2013 - 2013
Fashion Institute of Technology (FIT), New York City, USA
Brand Marketing Communications Course

2012 - 2013
Kaplan International College, New York City, USA
English Study

2009 - 2012
Istituto Marangoni, Milan, Italy
Diploma in Fashion and Design

2008 - 2009
IED European Institute of Design, Milan, Italy
Fashion Design Course

LANGUAGES AND TECHNOLOGY

Languages
Russian / Italian / Romanian / English: fluent
Spanish / French: beginner

Computer skills
(Windows, Mac OS) Microsoft Office Suite, Adobe, CRM programs

INTERESTS
Travelling, fashion, photography, learning new languages, reading, networking, experiencing diverse cultures, yoga
Meng (Sylvia) CAI

meng.cai@essec.edu

Nationality: Chinese

CAREER OBJECTIVE
A position in brand management or operational marketing in fragrances & cosmetics, or fashion & accessories

PROFESSIONAL EXPERIENCE

2013 – 2014  MUX Shoes Co Ltd, Guangzhou, China
(One of the top 10 Chinese fashion brands specializing in women’s shoes)
National Distribution Manager
• Tripled distributor & store quota within 1 year
• Boosted sales with 120% annual growth by leading 68 field sales and 3 managers
• Set up new distribution organization, operation standards and training system
• Prospected for new customers and negotiated trade terms with department stores

2009 – 2013  P&G, Guangzhou, China
2011 – 2013  Unit Manager, Customer Development Department
• Led 112% IYA growth of PG business (40,000,000 EUR annual sales) for 13 retail customers of 2 regional distributors (Top5 in GC), 4% ahead of market average
• Took charge of 232 ISA, 32 sales representatives, 4 sales managers, 2 key account managers
• Led 3-year Joint Business Plan with customers
• Upgraded compensation model and reduced staff turnover rate to 0%

2010 – 2011  Key Account Manager, Customer Development Department
• Led 120% IYA growth of two branches of second largest distributor in Asia, 10% ahead of its total business and 7% ahead of market average
• Took charge of 51 sales representatives, 11 sales managers
• Improved regional distributor coverage quality by increasing 50% store coverage, 30% productive store and 87% live distribution

2009 (2 months)  Internship, Customer Development Department
• Managed 16 Jusco stores in South China, with 7 sales teams, responsible for routine management
• Launched new brand "Camay" in Jusco, successfully achieved all new SKU sell in and doubled the pipeline target

EDUCATION

2014 - 2015  ESSEC Business School, Paris, France
MBA in International Luxury Brand Management
Case studies include:
• Jo Malone: OMNI Retail Analysis
• Kiehl’s: International Marketing Strategy

2006 - 2010  SUN YAT-SEN University, Guangzhou, China
Bachelor’s Degree in Resource Environment & Urban Planning Management

LANGUAGES AND TECHNOLOGY
Languages  Chinese: native, English: fluent, French: intermediate
Computer skills  MS Office (Excel, Word, PowerPoint)

INTERESTS
Photography, perfume collection, dancing, diving
MBA IN INTERNATIONAL LUXURY BRAND MANAGEMENT

Chu-Yueh CHENG

Jessicacheng.c@gmail.com

Nationality: Taiwanese

CAREER OBJECTIVE
An international PR/Communications role preferably in fashion and accessories or watches & jewellery in Asia.

PROFESSIONAL EXPERIENCE

2011 - 2014 Great Entertainment Ltd, Taipei, Taiwan
(Company organizing concerts for a famous Asian pop singer, David Tao Zhe)
Head Concert Coordinator/Executive Assistant to CEO
- Organized 10 concerts in various countries over a span of a year for David Tao World Tour 2013
- Responsible for smooth running of all shows/performances for audiences of up to 10,000 people
- Managed schedules of all parties involved including performers, full band, concert organizer and all concert crew (Director/Stage crew/Sound and Lighting crew)
- Involved in press/media relations and engagements for David Tao, including Taiwan Golden Melody Awards 2012, Cartier Taipei 101 store opening, and Jaeger-LeCoultre new product launch
- Arranged travel plans, schedules and accommodation for all 50 international team members involved in the concerts
- Managed schedules and appointments for CEO as well as other ad-hoc duties

02/2010 - 05/2011 Lion Travel Service Co., Ltd, Taipei, Taiwan
(Capital €17,500,000, Total employees 2,650)
English Tour Guide/Sales Representative
- Sold travel packages to travel agencies (Wholesale)
- In charge of group tours (Inbound/Outbound)
- Organized and arranged transportation and accommodation
- Researched about background history for tours

2009 – 2010 Yume Talking Choco, Taipei, Taiwan
(Chocolate manufacturer)
Creative Producer
- Assisted with chocolate making (worked with Chef)
- Carried out quality control and organized special holiday promotions

2009 Sazaby Ltd., Taiwan
(Japanese Fashion retailer)
Sales Assistant
- Based in retail store in Taipei
- Responsible for meeting and exceeding store and personal target

EDUCATION

2014 - 2015 ESSEC Business School, Paris, France
MBA in International Luxury Brand Management
Case studies include: Burberry, Printemps, Camus Cognac, Swarovski

2004 – 2008 Shih Chien University, Taipei, Taiwan
Bachelor’s Degree in International Trade

LANGUAGES AND TECHNOLOGY
Languages
English / Mandarin / Taiwanese: fluent

Computer skills
Outlook, Word, Excel, Powerpoint, Photoshop, Dreamweaver

INTERESTS
Languages, fashion, travel, baking, photography, music, experiencing diverse cultures
CAREER OBJECTIVE
A position in product development or operational marketing in the cosmetics & fragrances sector

PROFESSIONAL EXPERIENCE

2008 – 2014  Chengfwa Industrial Co., Ltd, New Taipei City, Taiwan
(Listed firm specialised in producing parts for telecommunication and electronic industries)
Executive Assistant to Managing Director (Managing Director’s office)
• Provided strategic advice in terms of policy-setting and managerial decision-making
• Analysed monthly financial data and elaborated reports
• Implemented projects/ tasks assigned by MD
• Prepared and formatted information for internal and external distribution
• Acted as proxy for MD in meetings and communication liaison between MD and all parties internally/ externally
• Carried out the quarterly company evaluations for 17 departments of MBO (Management by Objectives) and hosted the MBO Meeting

2004  PRG – Schultz, Luton, United Kingdom
(6 Months)
(Recovery auditing and leading profit improvement firm)
Intern as Auditing Assistant (Auditing Department)
• Worked autonomously and prepared information for the audit tasks
• Checked client’s property accounts and contacted the tax authorities to recover profits

2003  CMC Magnetics Corporation, Taipei, Taiwan
(1 Month)
(Listed firm that manufactures CD, DVD and Blu-Ray media)
Intern as Production Controller (Production control department)
• Reviewed job orders and accordingly established priorities and schedules
• Planned and monitored material movement in production cycles

2001  Zenith International, Bath, United Kingdom
(6 Months)
(Specialist food and drink consultancy)
Intern as Market Researcher assistant (Marketing Department)
• Organised archive documents and created questionnaires for market researches
• Conducted researches and gathered data on customer demographics

EDUCATION

2014 – 2015  ESSEC Business School, Paris, France
MBA in International Luxury Brand Management
Case studies include:
• Shu Uemura: Analysis on OMNI Retail
• L’Oreal and the Globalisation of American Beauty (Kiehl’s)
• L’Oreal in China: Marketing Strategies for Turning Around Chinese Luxury Cosmetic Brand Yue Sai

2007 – 2008  Chartered Institute of Management Accountants (CIMA), London, United Kingdom
Accountancy Course Level 2

2005 – 2006  University of Bath, Bath, United Kingdom
MSc, Accounting & Finance

2000 – 2005  University of Bath, Bath, United Kingdom (Gap year in 2001)
BSc (Hons), Business Administration (Degree with two 6-month internships)

LANGUAGES AND TECHNOLOGY

Languages  Mandarin Chinese/ Taiwanese: native, English: fluent, French/ Japanese: basic

INTERESTS

Playing music instruments such as the flute, ukulele and piano, movies, pottery making, museum and art gallery- visiting
Franklin CHIANG

Franklin.chiang@gmail.com

Nationality: USA, TAIWAN

CAREER OBJECTIVE
A challenging career in International Communications, Business Development or Travel Retail in Wine and Spirits

PROFESSIONAL EXPERIENCE
2012 – 2014  
Conti Salon Co. Ltd, Taipei, Taiwan  
(Importer, distributor and retailer)
Importing and Marketing Manager
- Managed international import business of 14 wine brands including Champagne Salon, Champagne Delamotte and Domaine du Pegau
- Handled over 100 contacts worldwide comprising of wineries, wine dealers, negotiators and wine distributors
- Increased import volume of the company’s overall product lines by 40%
- Expanded company’s brand profile by 43% by setting up brand partnerships with new brands looking to enter the Taiwanese market
- Managed team of 10 staff responsible for sales in three sectors – direct clients, restaurants and distributors
- Oversaw two retail stores – handled sales staff training, store display and CRM
- Drew up marketing plan and implemented marketing strategy
- Organized and hosted events such as wine seminars, wine dinners and parties
- Developed social network and digital activities on Facebook, mobile app and official website
- Coordinated Public Relations activities including magazine advertising, relations with wine critics and celebrities
- Managed customs clearance and tariff management

2011 – 2012  
Ministry of Health and Welfare, Taipei, Taiwan  
Assistant to Director of Planning
- Managed events - Organized workshops, meetings and international conferences
- Organized daily schedules, meetings and office communications
- Responsible for the citizens mail-box of the Ministry of Health and Welfare, Taiwan
- Appointed Group Leader of the Medical Substitute Military Division (20 staff)

2009 – 2010  
e-Memory Technology Inc., Hsinchu, Taiwan  
Internship
- Developed internal website service and designed user interface layout
- Analysed prototype interface and the web-portal process to implement quality improvements
- Followed up on user satisfaction and problem solving

2008 – 2009  
National Tsing Hua University (Hsinchu Logistic Inc.), Hsinchu, Taiwan  
Internship
- Made recommendations for improving working environment and procedures
- Identified factors causing occupational injury and gave recommendations
- Analysed field data and evaluated human factors

EDUCATION
2014 - 2015  
ESSEC Business School, Paris, France
MBA in International Luxury Brand Management
Case studies include: Champagne Armand de Brignac Pop-up Shop

2008 - 2011  
YUAN ZE UNIVERSITY, Taoyuan, Taiwan
Bachelor of Science – Industrial Engineering and Management

LANGUAGES AND TECHNOLOGY
Languages: Chinese: native, English: fluent; French basic
Computer skills: Proficient in Microsoft Office, Adobe Photoshop, iMovie

INTERESTS
Wine and spirits, sports, music, travelling
Yi-Ting (Beryl) CHUNG

beryl832@gmail.com

Nationality : Taiwan

CAREER OBJECTIVE
To pursue a position in Retail or Product Management, preferably in jewellery and watches or fashion & accessories

PROFESSIONAL EXPERIENCE

2012 – 2014
DentsuK, Taipei, Taiwan
(Japanese worldwide Advertising Agency)
Senior Account Executive
• Coordinated weekly, monthly, and seasonal advertising campaigns
• Planned annual marketing strategy, including media buying
• Conducted media conferences and negotiated contracts with celebrities
• Set up Entertainment Department
• Co-worked with Dentsu Asian Pacific Network to support global campaign

2011 – 2012
Dear Friend PR Agency, Taipei, Taiwan
Account Executive
• Arranged weekly, monthly and seasonal news clipping reports
• Maintained media relationships by organizing media conferences and media gatherings
• Planned and executed PR strategy
• Organized overseas media tour to Japan

2009 – 2010
Gloria English School, Taoyuan, Taiwan
English Teacher
• Planned English lessons for 5-18 year old children
• Recruited students
• Managed 6 English speaking teachers

2008 - 2009
On Street Inc., Taichung, Taiwan
Part Time Sales Associate
• Sold Japanese lingerie in SOGO & Shin Kong Mitsukoshi Department Store

2007 – 2008
Sea Base International Co. Ltd., Taoyuan, Taiwan
Part Time Sales Associate
• Sold body skin care products in SOGO Department Store

EDUCATION

2014 - 2015
ESSEC Business School, Paris, France
MBA in International Luxury Brand Management
Case studies include: Swarovski B2B and B2C analysis, Audemars Piguet female market development

2005 - 2009
Thunghai University, Taichung, Taiwan
B.A., Foreign Language and Literature

2007
Maryland University, Maryland, U.S.
(2 months)
Exchange student on summer program

LANGUAGES AND TECHNOLOGY

Languages
Chinese: native, English: fluent, French: basic

Computer skills
MS office, Adobe Photoshop

INTERESTS
History, art, piano, cooking, and social media (blog writing)
CAREER OBJECTIVE
A challenging position in international marketing/business development preferably in watches or wines and spirits

PROFESSIONAL EXPERIENCE
2012 – 2014
IKÉ ASISTENCIA ARGENTINA, Buenos Aires, Argentina
(B2B & B2B2C conciergerie, home and road assistance services)
New Development Chief
- Implemented a digital strategy for the first time in the company and managed the launch of a digital selling platform for Argentina. Part of the strategic plan was also adopted by the headquarters in Mexico
- In charge of marketing budget, sponsorships, corporate events and PR
- Renewed the corporate image for media advertising
- Developed a visual communication plan to reinforce bonds with clients
- Developed new assistance and conciergerie services for MasterCard Black
- Responsible for the development of new services for Renault’s account
- Managed a team of 2 for the renewal of individual car policies for Renault’s account

2011 – 2012
ARTAI ARGENTINA, Buenos Aires, Argentina
(Spanish insurance broker specialized in energy and fishing)
Account Executive
- Acted as risk advisor for international petrol, transport and fishing companies
- In charge of negotiating and underwriting risks such as civil responsibility, transport, operating risks, property & others

2006 – 2011
AON RISK SERVICES, Buenos Aires, Argentina
(An American company. No.1 Risk management and broking company in the world)
Agribusiness Senior Account Executive
- Proposed a business plan to create an agribusiness department for Aon Argentina
- Developed the agribusiness department for Aon’s subsidiary in Uruguay
- Acted as account executive and risk advisor for national and international sowing pool’s with interests in Argentina, Uruguay, Paraguay and Brazil
- Handled and placed reinsurance together with Aon Re in the British, German and Swiss markets
- Built a network of 25 business associates located in Argentinean’s key cities
- Designed and implemented a control board to detect and operate immediately over regional markets that were underperforming

EDUCATION
2014 - 2015
ESSEC Business School, Paris, France
MBA in International Luxury Brand Management
Case studies include:
- Rolex - Brand Identity
- Audemars Piguet – Redesigning women’s strategy & portfolio
- Frederique Constant & Baume et Mercier – A comparison study

2007 – 2011
Universidad de Ciencias Empresariales y Sociales, Buenos Aires, Argentina
Degree in Business Administration

LANGUAGES AND TECHNOLOGY
Languages
Spanish: native, English: fluent, French: intermediate

Computer skills
Microsoft Office: Word, Excel, Power point, Prezi, Windows & Mac

INTERESTS
Watchmaking & restoration, wines & spirits, mixology, fashion, golf, football, snooker, polo & social media

Nationality: Argentinean

manchorena@gmail.com
Linyao (Jilliane) DU

j.du1231@gmail.com

Nationality: Chinese

CAREER OBJECTIVE
A position in brand management (product development/operational marketing/retail management), preferably in fashion & accessories, cosmetics & fragrances or the innovative technology industry.

PROFESSIONAL EXPERIENCE
2013 – 2014
Sheme-Aiminer Leather Products Co., Ltd, Beijing, China
(The first Chinese luxury shoe brand that staged on London and Paris fashion week)
Assistant to Regional Brand Manager, Retail Dept.
- Improved efficiency of work and staff performance, responsible for improving store operations, implemented store operation standards, specified job responsibilities
- Responsible for improving sales and services, organized customs feedback on products and product trainings
- Built collaboration project with Artizlee Worldwide Co., Ltd, participated in visual display and marketing

2012 – 2013
Wuhao Curated, Beijing, China
(Beijing’s first concept shop, showcasing over 120 of China’s most cutting-edge fashion, design and art and international indie brands.)
Account Manager, Retail Dept.
- Improved customer database, and training materials, responsible for sales target and customer management
- Co-managed the inventory to improve product mix and stock turnover
- Built cooperation with 7 boutique hotels in Beijing, responsible for co-branding project
- Planned and managed events, co-organized VIC(20 clients), retail and marketing events(200 clients)

2011 – 2012
FREY WILLE, Beijing, China
(An enamel jewellery brand based in Vienna, Austria)
Senior Sales Consultant, Retail Dept.
- Increased shop’s monthly sales, achieved top sales in Beijing area
- Responsible for after services and customer relations
- Improved working conditions though better organization, responsible for daily operations

2010 – 2011
Esquel Group, Beijing, China
(One of the world’s leading producers of premium cotton shirts.)
Assistant to Senior Marketing Manager and to Retail Operations, Marketing and Operations Dept.
- Coordinated marketing events between brand and shopping malls
- Acted as Deputy Manager in shop for 4 months
- Managed 2 major installations, executed from start to finish seasonal window display
- Conducted location research for brand retail expansion

EDUCATION
2014 – 2015
ESSEC Business School, Paris, France
MBA in International Luxury Brand Management

2003 – 2007
Beijing Institute of Fashion Technology, Beijing, China
Bachelor of Art and design in Fashion Design and Performance

LANGUAGES AND TECHNOLOGY
Languages
Mandarin Chinese: native, English: fluent, French: intermediate
Computer skills
Familiar with both Windows and Mac iOS system; Proficient in Micro Soft Office

INTERESTS
Reading, art, technology, philosophy, music, travelling, cooking, sports
Tyng-Yu FU

tyngyu555@hotmail.com

Nationality: Taiwanese

CAREER OBJECTIVE
To pursue a career in product development or operational marketing in fragrances and cosmetics or wine and spirits

PROFESSIONAL EXPERIENCE

2014 Meiger fashion and luxury boutique, Taipei, Taiwan
Customer Relationship Manager
- Managed customer relationships and implemented VIP customer strategy
- Monitored and executed social media plan (official Facebook, etc.)
- In charge of elaborating VIP gifts and customization service

2013 Swatch Group Limited, Shanghai, China
Senior Marketing Executive – Swatch
- Planned and executed marketing and communication strategies to enhance brand awareness
- Monitored and executed individual and overall PR and marketing budgets
- Analysed cost effectiveness campaigns and prepared monthly reports

2012 – 2013 Uni-President Kikkoman Biotechnology Co., Ltd., Shanghai, China
Deputy Manager, Marketing Development Department
- Responsible for brands strategy & planning and 360 degree marketing strategies (packaging, price setting, promotions plan, consumers’ focus groups, etc.)
- Repositioned number one selling product and managed a team of 3 members (increased gross profit margin from 26% to 60%)
- Implemented co-branding with a ceramic luxury brand to develop the premiumisation strategy to enhance brands’ image (high-end gift package development and distribution)
- Participated in executive meetings of parent companies and directly reported to GM; Coordinated between Taiwanese-Japanese Joint-Ventures system

2011 – 2012 Yahoo! Taiwan Auction Department, Taipei, Taiwan
Planner, Marketing Department
- Designed and implemented marketing and promotional plans for the fashion category
- Developed customized promotions for key accounts based on internal data and the latest fashion trends (one of the key accounts received “Best Seller Award” with our promotional strategies)
- Advised fashion key accounts on marketing strategies to help them achieve sales targets

2010 Taiwan Pavilion of 2010 Shanghai World Expo, Shanghai, China
Taiwan Pavilion Ambassador
- Selected as one of the 15 ambassadors out of 30,000 candidates
- Accompanied over 400 guests from China, Taiwan and Japan on the daily VIP Tours
- Participated in PR activities to promote an image of Taiwan

EDUCATION

2014 – 2015 ESSEC Business School, Paris, France
MBA in International Luxury Brand Management
- L’Oréal Partner Scholarship

2006 – 2010 Ritsumeikan Asia Pacific University, Beppu, Japan
Bachelor of Arts in Asia Pacific Studies with a major in Tourism Management (Bac+4)
- Outstanding Student Scholarship (top 10%) for 4 years

LANGUAGES

Languages Chinese: mother tongue, Japanese: fluent (JLPT Level 1), English: fluent, French: basic

INTERESTS

Fashion and beauty, wine, art, contemporary art and dance, travel
CAREER OBJECTIVE

A position in retail operations in fashion and accessories or jewellery and watches

PROFESSIONAL EXPERIENCE

2014 – 2010  Louis Vuitton, Paris, France
Customer Service Advisor, Louis Vuitton Champs Elysées
- Communicated with clients, handled conflicts and provided solutions on customer service issues
- Monitored repair files on a software (MyRepairs): leather goods, shoes, watches, jewellery
- Ordered and monitored exotic leather certificates - CITES

Sales Assistant in the Lifestyle store (Women’s RTW and accessories) Galeries Lafayette
- Built customer loyalty in RTW, leather goods, shoes, watches and jewellery
- Participated in CRM strategy: developed client book, participated in various events organisation
- Responsible for the After Sale Service, provided solutions and monitored repairs

2009 – 2008  ECARS, Paris, France
(Market Research Company – qualitative researches for the Richemont group)
Junior Market Researcher
- Participated in qualitative researches for Richemont ‘Evolution of the female watch market’ – France, US, Japan, China and ‘Modernity Observatory’ carried out sociological analyse of the current years major events
- Organised business travels and made contact with research companies abroad
- Wrote press reviews and translated from French to English and vice-versa

2008 – 2006  Lafayette Travel, Paris, France
(Travel Agency)
Guide and Interpreter, Incoming Business Travels
- Responsible for tour planning and restaurant reservations
- Supervised guided tours in Paris in French, Hungarian, English
- Coordinated ‘Airport Meeting and Greeting’ for high profile business travellers

EDUCATION

2014 - 2015  ESSEC Business School, Paris, France
MBA in International Luxury Brand Management

2006 - 2008  PARIS OUEST LA DEFENSE University, Paris, France
Master’s Degree (2 years) in International Relationships: English – Chinese

2003 – 2006  PARIS OUEST LA DEFENSE University, Paris, France
Bachelor’s Degree in Foreign Applied Languages: English – Chinese

1999 – 2002  UNIVERSITY OF DEBRECEN, Debrecen, Hungary
Bachelor’s Degree in French Language and Literature

LANGUAGES AND TECHNOLOGY

Languages: Hungarian, Romanian, French, English : quadrilingual, Spanish : fluent, Chinese : intermediate

Computer skills: MS Office

INTERESTS

2008 - Present: SALSABOR – Academy of Latin and Afro-Caribbean Dances (latin dances, modern jazz, classical bar)
CAREER OBJECTIVE
To pursue a career in retail, preferably in Fashion & Accessories or Watches & Jewellery in Hong Kong.

PROFESSIONAL EXPERIENCE
2011 – 2014 Convoy Finance Service Ltd, Hong Kong
Senior Wealth Management Advisor
• Advised clients on financial planning related to retirement funds, life and general insurance, asset management, risk management, capital investment, mortgage referral, etc.
• Provided recommendations on the securities, funds and futures dealing
• Responsible for immigration consultancy; helped clients with administrative procedures

2010 Quantum4D, Inc., San Francisco, USA
(6 weeks) (Internship in the American Software Company)
Marketing and Sales Leader
• Answered incoming calls and arranged meetings
• Managed customer contacts, phone work and customer database
• Carried out market research and surveys; wrote a business plan for the Chinese market
• Built financial models of hedge funds

2009 – 2010 Shenyin & Wanguo Securities Co. Ltd, Shanghai, China
Customer Service Manager
• Managed files and clients
• Helped clients to carry out securities and funds trading

2008 – 2009 Bank of Communications, Shanghai, China
(Internship in the Huaihai Road Branch)
Customer Service Manager
• Cooperated between the bank and brokerage with securities and funds trading
• Assisted with credit card sales

EDUCATION
2014 - 2015 ESSEC Business School, Paris, France
MBA in International Luxury Brand Management
Case studies include:
• Burberry analysis of retail strategy
• Dolce & Gabbana mystery shopping experience, luxury distribution and retail
• Louis Vuitton in Japan international marketing

2010 – 2011 The Chinese University of Hong Kong, Hong Kong
MSc in E-Commerce and Logistics Technologies

2005 – 2009 Shanghai University, Shanghai, China
Bachelor of Economics in Finance

LANGUAGES AND TECHNOLOGY
Languages Mandarin: native, Cantonese/English: fluent, French: basic
Certificate International Bartender (IBA)

INTERESTS
Travelling & gastronomy, reading, hospitality, cooking, skiing, movies
CAREER OBJECTIVE
To pursue a career in product development or brand management in fragrances & cosmetics or wine & spirits.

PROFESSIONAL EXPERIENCE

2013 – 2014  
**Lulu, London, United Kingdom**  
(App for women, 5 million users, High tech industry)  
*Director of Strategic Marketing*  
- Contributed to an increase of 4 million new users and doubled content contribution and social sharing metrics across the period July-December  
- Ran all components of a successful marketing campaign which targeted Lulu’s core user base and was designed to serve as a primary means for new user growth and retention  
- Liaised with CEO and Co-Founder on strategic decisions and product feedback and user trends

2007 – 2013  
**CEB (NYSE: CEB), London, United Kingdom**  
(Global Company; 2500 employees; Management Consulting Industry)  
*Senior Director, Finance and Strategy Practice, EMEA*  
- Responsible for the overall business strategy and revenue cycle management of ten product offerings in the Finance and Corporate Strategy space. Direct financial accountability equalled $7M in Company revenue  
- Led the consultation and renewal of over 150 Fortune 500 client companies in annual CEB memberships achieving an average 85% renewal rate representing over $4.5 M in Company revenue. Clients included senior-most executives in a variety of industries/geographies including BP, Givaudan, L’Oreal, Nestlé S.A, Novartis, Red Bull, Swarovski, and Unilever  
- Provided consultation and solution delivery to over 200 C-level executives on topics including talent, strategic planning, intelligent growth, risk management, performance management.  
- Directly managed/coached a team of 3 people  
- Successfully adapted and launched a North American program in Europe

2002 – 2007  
**CEB (NYSE: CEB), Washington, DC, United States**  
(Global Company; 2500 employees; Management Consulting Industry)  
*Director, Member Services, Account Director, Account Manager, Analyst*  
- Led the consultation and renewal of over 80 Fortune 500 client companies in from 2004-2007 achieving an average 85% renewal rate representing over $4.5 M in company revenue.  
- Promoted 4 times over 4 years with increased responsibility and portfolio complexity.

EDUCATION

2014 - 2015  
**ESSEC Business School, Paris, France**  
MBA in International Luxury Brand Management  
Case studies include: Kiehls and maintaining its identity after purchase by L’Oréal, Camus Cognac and its strategy for international expansion, Armani Beauty and it retail strategy in France

1998 - 2002  
**Wake Forest University, Winston-Salem, North Carolina**  
Bachelor of Arts degree

LANGUAGES AND TECHNOLOGY

Languages  
- English: native  
- French/Spanish: basic

Computer skills  
- Microsoft Office: Word, Excel, PowerPoint

INTERESTS

- Traveling, running, yoga, rock climbing, literature, fashion
CAREER OBJECTIVE
Operational, Strategic Marketing or Travel Retail for Fragrances & Cosmetics or Wines & Spirits

PROFESSIONAL EXPERIENCE
2012 – 2014 GlaxoSmithKline Consumer Healthcare GmbH & Co. KG, Hamburg, Germany
(Consumer Healthcare/ Pharmaceuticals)
Shopper Marketing Manager, Marketing
 Managed the family oral healthcare business for Northern & Western Europe, including Aquafresh, Odol-med3 and Dr. Best, developed the emerging kids business
 Developed and monitored international shopper strategies, concepts and activations
 Led cross functional area teams (Brand Marketing, Sales, Finance, Demand & Supply) in weekly meetings and reported to the leadership team
 Created and implemented a Dr. Best tooth brush design edition for the 2014 soccer world cup in cooperation with the German Soccer Association DFB – overachieved Sales target by 100%

2009 – 2012 Barilla Deutschland GmbH, Cologne/Munich, Germany
(Food Company)
Trade Marketing Professional Barilla, Trade Marketing
 Developed, implemented and monitored B2B communication strategies and concepts
 Planned and monitored Trade Marketing group’s budget (EUR1.15m p.a.)
 Coordinated ongoing communication for promotional platforms in cooperation with agencies
 Led nation-wide promotion campaign ‘Pesto zum Grillen’ (Pesto for Barbecue)
Area Sales Manager, Retail Sales
 Responsible for sales of the ‘Barilla’ and ‘Wasa’ brands in food retail
 Implemented campaign management, launch support, distribution and merchandising
 Developed customized marketing activities to increase revenue

2008 – 2009 Villeroy & Boch AG, Mettlach, Germany
(Ceramics Company)
Junior Product Manager Bath & Wellness Category
 Managed product launch projects from product design stage to market introduction in cooperation with Production, Sales, Logistic and Strategic Management
 Conducted market and competition analyses
 Took ownership of budget administration (EUR 900k p. a.) and business segment controlling

EDUCATION
2014 - 2015 ESSEC Business School, Paris, France
MBA in International Luxury Brand Management
Case studies include: Clarins OMNI Retail Safari and Veuve Clicquot pop-up store

2003 – 2007 EBS European Business School, Oestrich-Winkel, Germany
Diploma (equivalent to Master of Business Administration), Specialization in Marketing, Real Estate

2006 Bond University, Surfer’s Paradise, QLD, Australia
2005 UADE (Universidad Argentina de la Empresa), Buenos Aires, Argentina

LANGUAGES AND TECHNOLOGY
Languages German: native, English: fluent, Spanish/French: intermediate
Computer skills AC Nielsen, Word, Excel, Powerpoint, Outlook, Lotus Notes, SAP

INTERESTS
Food and fine wines, wellness, pastry, running, triathlon, dancing, sailing, yoga, travelling and fashion
Maria Grazia LANDI

mglandi@hotmail.com

Nationality: Venezuelan/Italian

CAREER OBJECTIVE
To pursue a Brand Management position in fragrances and cosmetics or wines and spirits, preferably in Europe.

PROFESSIONAL EXPERIENCE

Senior Assistant Brand Manager Club Social – Marketing Department
- Ensured continuous brand availability through multifunctional networking reaching historical levels of market presence within a contracting market.
- Redesigned and implemented the innovation platform for the brand “Club Social Sandwich” – Received Manager Award.
- Led multifunctional meetings with Sales Team as well as 3 different agencies (creative, media and digital) in order to launch Club Social Sandwich NPD in April 2014.
- Proposed an SKU for leveraging volume per purchase as an In & Out for crisis periods.
- Led the brainstorming process for next year brand plans – Received Values in Action Award.

2011 – 2012 Junior Assistant Brand Manager Club Social – Marketing Department
- Executed a 360 campaign to support Club Social Sandwich launch, reaching a market presence of 3.3% in only 1 month after launch and historical levels of brand awareness.
- Created and implemented a digital consumer promotion with +5,800 registered users.
- Created and implemented an instant win consumer promotion, which helped to rebuild an excellent relationship with Kraft Foods main client “Central Madeirense” (volume sales +20%).
- Designed and controlled brand’s social network in Facebook, Twitter and Instagram, leveraging Club Social attribute as a modern brand – Received Values in Action Award.
- Launched NPD Club Social Bacon reactivating modern trade sales by 45% over 8 months.

2010 – 2011 Junior Assistant Brand Manager Clight & Royal – Marketing Department
- Proposed and executed a strategy of selling Clight only to Modern Trade after a breakdown of Cali’s Plant in Dec 2010 (main supplier of Clight for Venezuela), achieving 54% of improvement.
- Led meetings with Venezuelan multifunctional team in order to develop national production in Valencia’s Plant, active since Q4 2011.
- Designed and executed Clight ’s new artwork in Western Andean region (4 different countries), leveraging brand attributes as a natural refreshing beverage.

2010 Cigarrera Bigott, Caracas, Venezuela (British American Tobacco Filial)
(6 months)
Intern - Marketing Department
- Supported Lucky Strike initiatives (Click&Roll launch).

2008 – 2009 Mattel, Caracas, Venezuela
Intern - Marketing Department
- Designed and executed Barbie 50th Anniversary in Venezuela, Colombia and Central America.
- Coordinated media agencies for PR activities with results above expectations in attendance and quality of media events, obtaining over $1.5MM in free press around the region.

EDUCATION

2014 – 2015 ESSEC Business School, Paris, France
MBA in International Luxury Brand Management
Case studies include: Chanel Cosmetics OMNI Retail, Armand de Brignac Pop Up Store Proposal

2005 – 2010 Universidad Metropolitana, Caracas, Venezuela
Bachelor’s Degree in Administrative Sciences, Marketing Certification (Cumlaude)

LANGUAGES AND TECHNOLOGY
Languages
- Spanish: native
- English / Italian: fluent
- French: intermediate

Computer skills
- Microsoft Office and Mac OS.

INTERESTS
Traveling, films, photography, fashion and music.
CAREER OBJECTIVE
Luxury retail operations or merchandising in fashion & accessories or jewellery & watches, preferably in Hong Kong

PROFESSIONAL EXPERIENCE
2012 – 2014 DFS VENTURE PTE LTD, Singapore
Team Lead, Retail Sales and Operations
- Oversaw retail operations of 42 beauty brands (including Chanel, Dior, etc.) in DFS T Galleria Beauty department, responsible for driving beauty sales through action plans and sales floor supervision
- Managed a team of 28 sales staff including makeup artistes, and beauty/fragrance advisors; monitored their performance and coached them to meet/exceed set sales and profitability target
- Grew colour category business by 11% YoY and well-being category business by 22% YoY; won fastest growing category within Beauty Department for well-being brands
- Analyzed business metrics, set staff targets, monitored sell-through figures and sales target achievements to achieve sustained growth in sales and profitability; worked closely with merchant team to support and develop merchandise and inventory strategy accordingly
- Executed monthly HPP launches, new product launches and storewide projects including 5 Minutes to Beauty, an initiative to boost customer engagement and conversion in the Beauty Department
- Part of storewide management team – took on storewide Duty Manager role on a rotation basis, handled store and customer issues across all categories
- Certified Apprentice facilitator; conducted DFS Apprentice service training for all new hires

2011 – 2012 GUCCI SINGAPORE PTE LTD, Singapore
Communications Executive
- Managed Singapore and Malaysia (ad-hoc) press/media relations, editorial pitching, tracking, and reporting, press presentations, and media planning/monitoring for fashion/lifestyle publications
- Handled press sample rack and loan rotation for seasonal collections and executed seasonal sample buys with allocated budget for Singapore and Malaysia
- Increased overall editorial page count across all monitored publications by 43% for June-Dec 2011 over June-Dec 2010 with aggressive editorial pitching using 90th Anniversary story angles
- Spearheaded local CSR project “Share the Colours of Love”, successfully raised €$25,000 for the beneficiary; project video selected for upload on Gucci WW YouTube page
- Planned and executed regular branding events as well as clientele CRM initiatives with external partners – major projects include Artisan Corners and seasonal Fashion Show events
- Involved in crafting and determining local marketing strategy via a 360° Marketing and Communications Plan for 2012 for presentation to WW management team

2010 – 2011 PRADA SINGAPORE PTE LTD, Singapore
Intern (Rotating through HR, Finance, PR & Advertising and Retail Operations)

2009 BURBERRY DISTRIBUTION CO., Singapore
Retail Operations Intern

EDUCATION
2014 – 2015 ESSEC Business School, Paris, France
MBA in International Luxury Brand Management

2007 – 2011 National University of Singapore, Singapore
Bachelor of Business Administration (Honours)

2009 – 2010 Maastricht University, Maastricht, The Netherlands
6-month Student Exchange Program

LANGUAGES AND TECHNOLOGY
Languages English / Mandarin: fluent, Cantonese: intermediary, French: basic

INTERESTS
Travelling, painting, crafting
CAREER OBJECTIVE
A position as a Brand Manager, Real Estate Manager or a managerial position in travel retail

PROFESSIONAL EXPERIENCE
2011 – 2013  Engel & Völkers, Venice, Italy
(luxury real estate)
Manager and license holder
• Set up the office, recruited employees, prospected for clients, in charge of CRM
• Responsible for multi channel marketing
2008 – 2011 Independent G.G. and Roitech Ltd. Heidelberg, Germany
(Gemstone trade)
• In charge of marketing and public relations
• Managed office and dealt with all business transactions
2002 – 2004 Mr. Petit Annonce, Belgium
Marketing and PR Manager
2000 – 2002 Igen Ltd., Sofia, Bulgaria
(Importer and shareholder in Chipitta Ltd., Greece)
Head of Logistics Department
• Organized logistics, placed orders, supply chain
• Responsible for international correspondence
• Took decisions when the CEO was not available

EDUCATION
2014 - 2015 ESSEC Business School, Paris, France
MBA in International Luxury Brand Management

LANGUAGES AND TECHNOLOGY
Languages
German/English/Bulgarian: trilingual, Russian/Serbian/Dutch: comprehensive/basic spoken,
French/Italian: fluent
Computer skills Average skills PPT, excel

INTERESTS
Economics, politics, marketing, ecology, antiques, art, literature
**Katherine McGUFFEY**

kmcguffey@gmail.com

Nationality: American

**CAREER OBJECTIVE**

To serve in a HR or PR capacity for a luxury fashion and accessories or jewellery and watches brand

**PROFESSIONAL EXPERIENCE**

2010 – 2014  
National Ballet of Kosovo, Prishtina, Kosovo  
Public Relations Manager  
- Organized international tours for a troop of 25 people including logistics, publicity, and funding  
- Developed the ballet’s social media including creating official website: www.baletikosoves.com  
- Secured partnerships with embassies, American Chamber of Commerce, and local companies  
- Led efforts to raise money for various projects in the ballet, including being solely responsible for over $75,000 in sponsorships (equivalent to an entire year’s budget)  
- Received an award from the Ministry of Culture for creating innovative fundraising techniques for the Arts in Kosovo

2010 – 2013  
United States Embassy, Prishtina, Kosovo  
Community Liaison Officer  
- Planned events, averaging four per month ranging from small to over 200-attendee events  
- Organized mock events for crisis preparedness - accountable for spouses and families  
- Held check-in for new employees including bi-annual orientations incorporating all offices  
- Responsible for morale and helping the community in adjusting to local culture

2008 – 2010  
Deloitte Consulting, LLP, Washington DC, United States of America  
Consultant  
- Built job descriptions, screened resumes, and conducted interviews for the team. Also managed onboarding, training, and mentoring of new hires. Restructured team interviewing procedures  
- Worked on two government projects during tenure: HR for USDA and SOPs for Navy Medicine  
- Aided in facilitating requirements gathering and standardization sessions for USDA with representatives from 29 agencies, including compiling pre and post session summaries and reports  
- Created process maps for 12 separate HR functions as defined in government guidance  
- Worked as project lead on a team of eight for three 200-paged medical instructional documents  
- Identified metrics to assist with the Navy Medicine auditing process  
- Developed templates, guides, etc. for standardizing process research and documentation  

**EDUCATION**

2014 - 2015  
ESSEC Business School, Paris, France  
MBA in International Luxury Brand Management  
Case studies include: Burberry Brand Rejuvenation, Longchamp Omni-Retail, Tiffany Cultural Biography

2007-2008  
London School of Economics, London, England  
MSc in International Employment Relations and Human Resource Management

2002-2005  
Florida State University, Tallahassee, United States of America  
BS in International Affairs and BA in French

**LANGUAGES AND TECHNOLOGY**

Languages  
- English: native  
- French: advanced  
- Albanian: intermediate  
- Russian: conversational  
- Diplôme de Français des Affaires, Lean Six Sigma (for process improvement/management), Top Secret Security Clearance

Computer skills  
- MS Office (including Excel and Publisher), Mac and PC, Deloitte Industry Print

**INTERESTS**

- Ballet, fashion, the Arts, travel, yoga, and pilates
MBA IN INTERNATIONAL LUXURY BRAND MANAGEMENT

Yufei (Helen) Meng

mengyufeihelen@gmail.com

Nationality: Chinese

CAREER OBJECTIVE
CRM/Merchandising/Retail preferably in fashion & accessories or watches & jewellery in mainland China or Hong Kong

PROFESSIONAL EXPERIENCE

2009 – 2013
Louis Vuitton, Beijing, China
Store Supervisor, Retail
- Led the operations team of 17 in the following sub categories: Stock, after sales services, cashier, store maintenance and administration
- Controlled the inventory level by adjusting replenishment orders and end of season return requests
- Prepared the sales target of categories (turnover and units)
- Consolidated the sales KPI of 9 stores in North China and provided related analysis to Global Store Manager and Regional Director
- Organized in-store customer event with CRM team

2011 – 2012
Senior Operation Officer, Retail
- Managed store vendors, negotiated terms of contracts and evaluated their services
- Initiated in-store training projects and trained new staff of Beijing region
- Acted as the operation link between the Shanghai Head Office and store
- Delivered a daily sales report to the Head Office in Shanghai

2009 – 2011
Sales Associate, Retail Operation Management Trainee, Retail
- Sales associate in Men’s Ready-to-wear and Shoes team. Focused on CRM Project
- Led stock management project of the team
- Mentored the new team members for product knowledge and operation procedures

2007
China Banking Regulation Committee, Beijing, China
Intern, Foreign Issues Department
- Updated the number of foreign banks in China
- Translated documents related to foreign banks’ issues

EDUCATION

2014 – 2015
ESSEC Business School, Paris, France
MBA in International Luxury Brand Management

2005 – 2009
Peking University, Beijing, China
Bachelor’s Degree in English Literature and Linguistics
Bachelor’s Degree in Economics

LANGUAGES AND TECHNOLOGY

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

Computer skills
Proficient in Microsoft Office tools and OS

INTERESTS
Traveling, cooking, swimming, yoga, movies and theatre
CAREER OBJECTIVE
A merchandising, buying or visual merchandising role for a luxury fashion and accessories company

PROFESSIONAL EXPERIENCE
2010 – 2014 CARAVAN LTD, NEW YORK, USA
(A trend focused print converter)
Senior Product Coordinator, Design and Product Development
• Worked in conjunction with mills overseas to generate a cohesive print line of knits and woven
• Designed artwork catered to specific customers using trend services such as WGSN, Doneger
• Merchandised showroom samples and presented the same to buyers
• Sold Spring and Fall 2014 lines to over 20 manufacturers such as Elie Tahari, Cache, Bloomingdales private label etc generating sales over $1 million
• Successfully managed a team of 5 including 2 associate designers, 1 assistant merchandiser and 2 sales representatives

2009 – 2010 L’pogee Inc, NEW YORK, USA
(A contemporary bridge market brand)
Fashion Coordinator and Sales Representative
• Merchandised Spring 2010 line and presented the same to buyers from over 30 stores such as Ross Stores, Charming Charlie, Mandees, Rainbow etc
• Sold merchandise worth $500,000 to mass retailers like Ross Stores, Conways, Rainbow, etc
• Worked in conjunction with production team in India to generate a cohesive line for Spring 2010
• Created and maintained purchase orders for start and future ship dates

2007 – 2009 Neville Bean Designs, NEW YORK, USA
(A Trend based design studio)
Assistant Trend Analyst and Fashion Forecaster
• Assisted in creating figures for a fashion presentation for Sears Inc. during New York Fashion Week
• Created and presented trend concepts for Spring 2009 trends, using Photoshop and Illustrator
• Assembled trend information on children’s apparel and bedding for client presentation boards
• Assisted and presented a Fashion Forecasting Seminar at the Fashion Institute of Technology, to over 30 people, unveiling the trends forecasted for Fall 2008

EDUCATION
2014 - 2015 ESSEC Business School, Paris, France
MBA in International Luxury Brand Management

2006 - 2008 FASHION INSTITUTE OF TECHNOLOGY, NEW YORK, USA
Bachelor of Science in Fashion Merchandising (Suma Cum Laude)

2003 - 2006 FASHION INSTITUTE OF TECHNOLOGY, NEW YORK, USA
Associates in Applied Science in Fashion Designing (Dean’s List)

LANGUAGES AND TECHNOLOGY
Languages English/Hindi: fluent
Computer skills Photoshop, Illustrator, R.A.M.S, Sewn 2000, Arizona OPS, Advanced Store Replenishment by JDA (E3)

INTERESTS
Cooking, styling, travelling, understanding and socializing with people from different cultures
CAREER OBJECTIVE
A brand management/digital role preferably in fashion or cosmetics

PROFESSIONAL EXPERIENCE

2013 – 2014  
Heard Magazines International, New York, NY USA – (One of the world’s largest publishers of monthly magazines, with 21 U.S. titles and close to 300 international editions.)
International Editions Editor, Hearst Magazines International
- Responsible for managing selected editions of the Hearst Magazine titles
- Liaised between the international editions to facilitate editorial requests, promoted content sharing, and managed the global brand
- Reviewed the international editions to maintain brand focus
- Created Global Brand Books for the international editions; responsible for sourcing material
- Worked closely with the Art Department and Content Services teams
- Became familiar with legal contracts and copyright law

2012 – 2013  
Condé Nast, Vogue, New York, NY USA
Associate Bookings Editor, VOGUE Magazine
- Oversaw all hair/makeup bookings for all editorial, video, and special events
- Coordinated with editors and photographers about artistic direction of shoots
- Liaised between Vogue editors and various artistic agencies

2010 – 2012  
Time Inc, InStyle International, New York, NY USA – (Leader in the U.S. consumer magazine industry)
International Editor, InStyle Magazines International
- Managed monthly story lists for the 17 international editions of InStyle
- Created monthly Cost-Outs and Usage Reports for each international edition
- Reviewed and cleared monthly layouts for each issue of the international editions
- Trained and hosted the international editorial teams
- Managed department Assistant and Interns

2008 – 2012  
ELLE International, New York, NY USA
International Coordinator, Freelance
- Negotiated all photo rates for syndication in the 42 international editions of ELLE
- Liaised between ELLE International, photo agencies, and celebrity publicists
- Contributed content to the ELLE.com blog

2008 – 2008  
Niche Media LLC
Assistant Photo Editor, Freelance
- Researched, obtained, and organized the art and photography for 11 publications

2007 – 2008  
One Lucky Duck LLC - Organic lifestyle e-commerce site / www.oneluckyduck.com
Buyer/Account Manager
- Oversaw vendor accounts; ordered inventory for the company’s retail boutique and e-commerce site
- Responsible for researching new product lines that fit in with the company ethos

EDUCATION

2014 – 2015  
ESSEC Business School, Paris, France
MBA in International Luxury Brand Management

2001 – 2005  
SPELMAN College, Atlanta, GA USA
B.A. in Economics - National Honor Society

LANGUAGES AND TECHNOLOGY

Languages  
English: fluent

Computer skills  
Microsoft and Mac applications; Working knowledge and experience with QuickBooks, Photoshop, Bridge

INTERESTS

Travel, art, photography
CAREER OBJECTIVE
Operational Marketing or Business Development in Wines & Spirits or Fragrances & Cosmetics

PROFESSIONAL EXPERIENCE
2011 – 08/2014 Accenture, Mexico, DF, México (International consulting, systems and outsourcing company) Finance and Enterprise Performance – Strategy Acting Manager
• Wines and Spirits holding company – Carried out financial analysis and cost optimization for the distribution channels of a major wines and spirits multi-brand company.
• Telefonica Movistar – Managed the Latin American and Mexican teams for the renegotiation of leases with the aim of optimizing costs.
• Luxury Brand Company Importer – Analyzed financial processes in order to identify operational gaps and potential improvements to increase the company’s revenues.
• Large department store retailer of luxury brands – Part of the Strategic Sourcing work stream that worked in the operational optimization of the current buying methodology.
• Anheuser-Busch InBev – Grupo Modelo – Leader of Shared Service Center work stream, performed the location analysis for the center implementation, team sizing and business case.

2010 – 2011 HSBC LATAM, México, DF, México LAM GRCA Analyst
• Drew up financial reports (converting local standards into IFRS) of the Latin-American countries for the Holding, analyzed reports and presented recommendations to the board.

• Elaborated accounting reports of different companies and provided financial advice regarding the company’s management practices.

EDUCATION
2014 - 2015 ESSEC Business School, Paris, France MBA in International Luxury Brand Management Case studies include:
• Krug – Brand repositioning
• Camus Cognac – Operations expansion analysis
• Maxxium – Partnership strategy management
• Krug – Pop-up store

2011 - 2013 Escuela Bancaria y Comercial, Mexico Master in Finance

2004 - 2008 Universidad de las Americas Puebla, Mexico Magna Cum Laude Bachelor in Finance and Accounting

LANGUAGES AND TECHNOLOGY
Languages Spanish: native, English/Italian: fluent, French: advanced, German/ Portuguese/ Chinese: basic
Computer skills Excellent knowledge of Windows, Office and Contaplus software SAP User knowledge

INTERESTS
Management in wines & spirits, fragrances & cosmetics or accessories
CAREER OBJECTIVE
A challenging role in brand management, business development or travel retail in fashion and accessories, fragrances and cosmetics or jewellery and watches

PROFESSIONAL EXPERIENCE
2011 – 2014  BSI Europe S.A., Luxembourg
(Swiss bankers since 1873)
Client Relationship Manager and Team Head, Associate Director, Wealth Management
- Developed business across the European market, to create a niche market for the organisation
- Opened accounts for Middle Eastern and Asian high net worth and ultra high net worth clients
- Conducted regular business trips to Switzerland and across Europe, to build and maintain a portfolio of clients providing tailor-made solutions
- Acted as Head liaison to a wholly owned subsidiary of the BSI group in Italy

2007 – 2010  BSI Bank Singapore Ltd., Singapore
2009 - 2010  Client Relationship Manager, Authorized Officer, Wealth Management
- Mediated clients’ requirements and preferences with corporate business objectives
- Identified customised investment opportunities based on client requirements
- Nurtured relationships with high net worth clients to stay abreast of their evolving needs

2007 - 2009  Assistant to Chief Executive Officer
- Provided support to the CEO in the daily client management activities
- Prepared performance statements, reports, and documentation on investment strategies
- Promoted Relationship Manager based on performance assessment evaluated by the CEO

2006 - 2007  Italian Chamber of Commerce, Singapore
Marketing & Communication Coordinator
- Planned and implemented the marketing and communication strategies to promote Italian companies in Singapore
- Developed networks for Singaporean companies which aimed to develop a niche market in Italy
- Managed revenue generation and expenses for marketing and communication activities
- Acted as Project Manager for the Singapore marketing campaign of “Istituto Marangoni”, the leading fashion and design Institute of Milan
- Organised events in cooperation with the Italian fashion house “La Perla”

EDUCATION
2014 - 2015  ESSEC Business School, Paris, France
MBA in International Luxury Brand Management
Case studies include: Christian Louboutin – analysis of brand DNA, La Mer – analysis on Omni retail channels, Fendi – Pop Up Store, Gucci – analysis on the commercial strategy, Burberry – analysis on beauty division

2003 - 2006  Universita' Commerciale Luigi Bocconi, Milan, Italy
Bachelor in Economics for Arts, Culture and Communication – taught in English

LANGUAGES AND TECHNOLOGY
Languages  Italian: native, English/French: fluent, Spanish/Russian: beginner
Computer skills  Proficient in Microsoft Office

INTERESTS
Fashion, travelling, reading, cinema, history, arts, photography, sports (boxing, yoga)
Abdallah RODA
career@outlook.com
Nationality : Lebanese

CAREER OBJECTIVE
To pursue a career in brand management in jewellery & watches or wines & spirits.

PROFESSIONAL EXPERIENCE

2012 – 2014
Four Seasons Hotel, Beirut, Lebanon
Manager in Training, Rooms Division
- Acted as Assistant Manager experience in Housekeeping, Front Office & Guest Services
- Managed the Spa & Housekeeping during absence of Department heads
- Covered the position of Night Manager on duty
- Achieved certification as departmental designated trainer (Rooms Division)
- Delivered briefings & attended senior management meetings
- Liaised with all department heads for group arrivals & collective projects

2011 – 2011
Concorde Hotel de la Paix, Geneva, Switzerland
Front Office & Reservations Trainee
- Dealt with Check-In & Check-Out Procedures
- Assigned rooms & VIP preparations
- Took charge of concierge tasks: booked dining venues, organized transport, tour suggestions
- Worked in Room Reservations (hotline)
- Prepared the yield management presentations

2009 – 2009
Mandarin Oriental Hotel, Geneva, Switzerland
Room Service Trainee
- Set Room Service tables and the mise-en-place
- Provided in-room service & amenities preparation
- Handled hygiene & cleaning procedures
- Assisted in occasional order-taking for Middle-Eastern Guests
- Overlooked mini-bar refreshments for all rooms & suites

2008 – 2008
Prince Hotel, Kano, Nigeria
Rotating Intern
- Supervised the Laundry Department
- Monitored hygiene & cleaning procedures in Housekeeping
- Managed the Restaurant & Bar

EDUCATION

2014 - 2015
ESSEC Business School, Paris, France
MBA in International Luxury Brand Management

2009 – 2012
GLION Institute of Higher Education, Montreux, Switzerland
BA in Hospitality Management/Administration with Sales & Marketing (Honours)

LANGUAGES AND TECHNOLOGY
Languages
English/French/Arabic: trilingual, Spanish: intermediate, Russian/Chinese: basic

Computer skills
Windows XP and Mac OS X, Opera, Fidelio, Micros, Microsoft Office 2012.

INTERESTS
Football, travel, fashion, hospitality, technology, luxury, marketing, brand management, merchandising
MBA IN INTERNATIONAL LUXURY BRAND MANAGEMENT

Divneet SANDHU

divneet.sandhu@essec.edu

Nationality: Indian

CAREER OBJECTIVE
Merchandising or product development for a luxury fashion and accessories brand

PROFESSIONAL EXPERIENCE

2013 – 2014

TEASE, Chandigarh, India
(Luxury fashion line for women)
Founder and Designer
• Built an exclusive clientele of 40-50 people (in the city and surrounding states)
• Designed and created elegant evening and morning (Indian and Western) wear for women and a bespoke service for special events
• Developed a reputation for exquisite design detailing involving hand embroidery (dabka, tilla, gold thread, beads, sequins), intricate lace patterned duppattas and a refreshing colour palate
• Sourced quality fabrics, prints and textures and worked with Indian embroiderers and artisans in the unorganized sector
• In charge of product development, CRM, brand management, operations, retail, HRM

March 2013
Vanity Fair, Chandigarh, India
(Luxury lifestyle exhibition)
Retailer
• Offered 200 Products in 2013 and 50 luxury products in 2014
• Sold 60% of the products at a 35% profit margin in 2013 and 70% of the products at a 50% profit margin in 2014
• In charge of visual merchandising, retail, operations, CRM, brand management, event management, PR

2011 – 2013

KPMG, Delhi, India
Risk Analyst, Governance Risk and Compliance Services
• Upgraded the internal CRM and Finance processes of DLF (India’s largest Real Estate giant)
• Closely observed, identified, tracked, quantified and reported errors in processes
• Managed the GRCS team (up to 12) and onsite client teams (up to 30) in six major locations spread across the country to create effective solutions
• Designed, developed and suggested improved practices that involve automation of complex processes, enhancing quality and reducing time lags and cost inefficiencies
• Executed several projects auditing real estate and brokerage agreements, service payments, final customer statements of accounts and other legal and financial documents for fraudulent activity

EDUCATION

2014 - 2015
ESSEC Business School, Paris, France
MBA in International Luxury Brand Management
Case studies include:
Givenchy: Concept for a pop up store, Gucci: Analysis of OMNI retail channel, Chanel: Analysis of store design across 3 stores, Printemps: Recommendations to boost sales of wedding list

2008 - 2011
Panjab University, Chandigarh, India
Bachelors in Economics Honours, First Division, Department of Economics (30 core economics subjects)

LANGUAGES AND TECHNOLOGY
Languages
English/Hindi/Punjabi: fluent
Computer skills
Microsoft Office (Word, Excel, Powerpoint), Windows and Mac

INTERESTS
Travelling, writing, film, photography, people, meditating
CAREER OBJECTIVE

Use my background in Construction/Project Management in Store Planning for a luxury brand.

PROFESSIONAL EXPERIENCE

2014
Leuthard Baumanagement AG, Zürich Great Area, Switzerland
(General Contractor Construction / Renovation of Senevita – Retirement Center)
Construction Manager
- Managed the different subcontractors
- Supervised the day-to-day work paying extreme attention to detail of finish works.
- Delivered the project to the Owner, dealt with all protocols from the formal reception of the object and through guarantee period.

2012 - 2013
Losinger Marazzi AG, Zürich City, Switzerland
(General Contractor Construction / Maaghof and Zölly Projects - High end residences)
Construction Manager
- Selected and managed over 12 subcontractors simultaneously, around 70 construction workers, speaking 4 languages. Managed contracts between 0.8 and 3 Mi. Euros.
- Realized the schedule and logistic plan of the construction.
- Supervised the work on site, made sure the subcontractors worked efficiently giving the best quality.
- Reported costs and expenses to the Project Manager.

2011
Pöyry Infra AG, Zürich City, Switzerland
(Infrastructure Company – Expansion of the Main Railway Station of Zürich)
Construction Manager
- Controlled the quality of the construction process.
- Supported Project Managers.
- Read the plans and helped the foremen to give instructions to the workers and solved problems on site.

EDUCATION

2014 – 2015
ESSEC Business School, Paris, France
MBA in International Luxury Brand Management
Case studies include: Valentino Brand Identity and DNA Analysis, Marc Jacobs Research on Omni-Retail Channels, Burberry Retail Distribution and Strategy Analysis, Mulberry and MCM Brand Comparison, Harrods Pop-up Store Project

2003 – 2011
Universidad del Norte, Barranquilla, Colombia
Bachelor in Civil Engineering

2008 – 2007
Universidad de los Andes, Bogota, Colombia
Pontificia Universidad Javeriana, Bogota, Colombia
Exchange Program within the Bachelor of Civil Engineering

2009-2010
Aktiv Lernen (Germany) – Allegra, das Sprachenzentrum
German Language Degree C1 Level

LANGUAGES AND TECHNOLOGY

Languages: English/Spanish/German: full proficiency, Italian/French: intermediate
Comput. skills: MS Office, AutoCAD

INTERESTS

Fashion, architecture, interior design, travelling and cultures, swimming, fitness.
**CAREER OBJECTIVE**
A project development or digital marketing position, preferable in luxury cosmetics and fragrances.

**PROFESSIONAL EXPERIENCE**

**2013**  
**Reward Technology Ltd., London, UK**  
(Imperial College London Business School consultancy project)  
*Trainee Consultant, Innovation Department*  
- Conducted in-depth market research and analysis of the university market in the UK  
- Suggested ways to implement RFID technology and digital communication on campuses across the UK, based on these research findings  
- Constructed an implementation plan for a pilot program at Imperial College London

**2012**  
**Mega Memory Group, Triessenberg, Liechtenstein**  
(Education and professional training)  
*Associate (short-term position to assist in corporate move and corporate restructuring)*  
- Optimized and completely digitized the ordering and billing process  
- Increased overall efficiency by updating technological equipment and software systems  
- Modernized company image: designed new logo and stationary, expanded online presence through social media

**2011 – 2012**  
**SELEXIR of Switzerland, Zurich, Switzerland**  
(Cosmeceutical luxury skincare brand, Start-up)  
*Marketing Assistant with focus on social media*  
- Created content for the company website, blog, PR- and marketing materials (German & English)  
- Responsible for all social media marketing activities: Facebook, Twitter, YouTube, Pinterest, Xing, LinkedIn and Instagram  
- Helped manage e-commerce platform Magento  
- Navigated payment solution systems such as PayPal and Switch  
- Organized and coordinated company video shoot

**EDUCATION**

**2014 - 2015**  
**ESSEC Business School, Paris, France**  
MBA in International Luxury Brand Management  
*Case studies include: Burberry: 1. Analysing and improving digital and omni-retail presence, 2. Creating Burberry Pop-up store concept, Benefit Cosmetics: In-depth analysis of brand DNA, codes and omni-retail presence*

**2013 - 2014**  
**Imperial College London Business School, London, UK**  
*MSc in Innovation, Entrepreneurship & Management*

**2013**  
**Mandarin House, Shanghai, China**  
(4 months)  
*HSK Chinese Proficiency Test Level 1 & Level 2*

**2012**  
**Swiss Marketing Academy, Zurich, Switzerland**  
(part-time)  
*Diploma in Online-Marketing (SWIMAC)*

**2007 - 2010**  
**Columbia University, New York, USA**  
*BA in Economics and Philosophy*

**LANGUAGES AND TECHNOLOGY**

Languages:  
- German/English: bilingual, French/Italian: intermediate, Chinese: basic

Computer skills:  
- MS Office, MS Publisher, WordPress, Magento, basic Photoshop, Google Adwords, Google Analytics

**INTERESTS**

Innovation & entrepreneurship, new technologies, photography, pop-culture, travelling, cooking and culinary arts
**Stephanie WALKER**

**MBA IN INTERNATIONAL LUXURY BRAND MANAGEMENT**

**Essec Business School**

Walker.stephanieann@gmail.com

Nationality: USA/UK

---

**EDUCATION**

2014 - 2015  **ESSEC Business School, Paris, France**
MBA in International Luxury Brand Management

2005 - 2009  **Marymount Manhattan College, New York, USA**
Bachelor of Arts in Communications / Minor in Business

**LANGUAGES AND TECHNOLOGY**

Languages  English: native, French: intermediate

Computer skills  Highly proficient in Windows and Mac Operating Systems, Microsoft Office and Cisionpoint

**INTERESTS**

Fashion, art and culture, travel, gastronomy, literature, film, ballet and running

---

**CAREER OBJECTIVE**

A product development, communications or digital merchandising role preferably in fragrances and cosmetics

**PROFESSIONAL EXPERIENCE**

2013 – 2014  **Rpr Marketing Communications, New York, USA**
(PR and Marketing Agency Specializing in Health and Beauty Clients)
**Senior Account Executive, Johnson & Johnson Skincare Accounts**

- Managed and executed strategic planning and media relations on behalf of Neutrogena, RoC, Clean & Clear and Lubriderm for the US Market
- Created and presented 360° communication plans for clients, including business planning
- Lead a team of 4 in the execution of all communication strategies and tactics, as well as the development and maintenance of relationships with top US media
- Oversaw creation of monthly and annual metric reports documenting KPIs (such as key message pull-through and reach goals) in order to track awareness and impact over time

2012 – 2013  **INK & ROSES, New York, USA**
(PR and Marketing Agency Specializing in Health and Beauty Clients)
**Senior Account Executive, KORRES USA**

- Executed strategic communication initiatives on behalf of KORRES USA for Johnson & Johnson Skincare in the US Market
- Planned communication and digital marketing campaigns to enhance awareness and build relationships with targeted US media in order to secure brand coverage
- Worked with clients to develop and track meaningful KPIs and impact of exposure in the US

2010 – 2012  **The Bromley Group, New York, USA**
(PR and Marketing Agency Specializing in Fashion Accessories, Beauty, Home and Lifestyle)
**Account Executive, Beauty and Home Division**

- Conducted account planning and outreach for Borghese Cosmetics, Kate Spade Home Collections, Donna Karan Home Collections, Guess Eyewear and Clarks Footwear
- Fostered relationships with top US media to secure placements and drive brand awareness
- Assisted in the creation of monthly and annual metric reports tracking impressions and advertising equivalency values

2009 – 2010  **Madeline Johnson Marketing & PR, New York, USA**
(PR and Marketing Agency Specializing in Fragrance and Cosmetics)
**Assistant Account Executive**

- Assisted with media relations and planning on all beauty accounts
- Created and maintained relationships with media contacts to secure placements
- Coordinated events for clients including: product launches and New York Fashion Week
- Created and organized press clips for all clients
Ting WANG
frwangting@126.com
Nationality: Chinese

CAREER OBJECTIVE
A career preferably in retail or CRM management, or E-commerce in fashion & accessories

PROFESSIONAL EXPERIENCE

2012 – 2014 Henkel, Shanghai, China  
(Forstep 500 Company, global leader in chemical industry) 
Management Trainee in Beauty Care Department
• Joined a 2-year rotation program worked in almost all departments: retail side - BA, Field Sales, National Key Account, Trade Marketing, Controlling, Customer Service and supply chain; professional side – Marketing and Sales
• Negotiated with distributors, launched new products, planned promotions, made forecasts and adjusted budgets to help achieve targeted sales, over exceeded 10% in Watsons wholesale Channel
• Negotiated product placement in local supermarket
• Worked as Beauty Advisor (1 month) and supervisor (1 month) in a local department store
• Attended courses on business simulation, achieved highest profit in the workshop competition

2011 – 2011 L’Oréal, Shanghai, China  
(CRM admin, Lancôme-MKT)
• Allocated samples resulting in efficient improvement of the process by negotiating with all departments
• Carried out competitive analysis
• Compiled sales statistics monthly

2010 – 2010 YMCA-SMR, Denver, USA  
(A global Christian youth social service organization) 
Food Service in Grill
• Prepared food for different occasions and decorated weddings for around 50 people, final evaluation form all As

EDUCATION

2014 - 2015 ESSEC Business School, Paris, France 
MBA in International Luxury Brand Management
Case studies include:
Club Monaco, developing a pop-up store
Dior, Moynat, Chanel, Shang Xia, Pierre Balmain, Salvatore Ferragamo, Retail Strategy

2008 - 2012 East Normal China University, Shanghai, China 
Bachelor in Sociology (Second prize scholarship for Outstanding Performance, Top 5%)

LANGUAGES AND TECHNOLOGY
Languages
Mandarin: native, English: fluent, French: basic

Computer skills
MAC OSX, Microsoft Office (Word, Excel and PowerPoint), SAP, SPSS

INTERESTS
Fashion, travelling, yoga, films, playing the violin
CAREER OBJECTIVE
A management trainee role in fashion and accessories or jewellery and watches as of September 2015.

PROFESSIONAL EXPERIENCE

2010 – 2014  
L’Oréal Group, Montréal, Canada  
2012 - 2014  
Product Manager, Redken (No. 1 Professional Products Brand in North America)  
- Successfully managed the two largest portfolios (hair care and coloration) within the brand  
- Consistently generated profit growths of more than 8%  
- Created and implemented 360 degree marketing strategies for Chromatics, the biggest launch internationally in the brand’s history  
- Developed local marketing tools that became the benchmark practice within the Professional Products Division  
- Organized the largest product launch PR event in the division, collaborating with celebrity diamond jeweller Mark Lash  
- Led the brand’s largest project (backstage hair sponsor at the Toronto Fashion Week, the second largest fashion week in North America) for three seasons

2010 – 2011  
Marketing Assistant, Redken  
- Successfully managed hair color category, the most strategic portfolio, under Redken  
- Adapted international marketing strategies to local Canadian market  
- Created a local market initiative aimed to help the clients in developing their business

2009 – 2010  
L’Oréal Group, Paris, France  
Marketing Intern, L’Oréal Paris  
- Assisted the product manager in launching a key sampling campaign in the Asian market  
- Co-ordinated with 11 countries in the Asian Zone for operational activities  
- Adapted international product packaging to Asian countries  
- Created bi-annual best practice reports to share with the Asian Zone countries

EDUCATION

2014 - 2015  
ESSEC Business School, Paris, France  
MBA in International Luxury Brand Management  
Recipient of Firmenich Scholarship  
Case studies include:  
- Burberry – Brand Image Analysis  
- Louis Vuitton – A strategic Outlook for Japan  
- Swarovski – Analysis on Realigning the Brand Identity

2004 - 2010  
Simon Fraser University, Vancouver, Canada  
Bachelor in Business Administration  
International First Place of the L’Oreal E-strat Business Competition in 2009

LANGUAGES AND TECHNOLOGY

Languages  
English/Mandarin: native,  
Cantonese: fluent,  
French: intermediate

Computer skills  
Microsoft Office

INTERESTS  
Fashion, jewellery, travel, reading
CAREER OBJECTIVE
A challenging career in the luxury industry with a focus on sales, brand management and business analytics.

PROFESSIONAL EXPERIENCE

2013
Montblanc Germany, Hamburg, Germany
(One week)
Sales Associate – Internship at Montblanc Boutique Neuer Wall
- Experienced retail operations and assisted in selling to international customers

2011 – 2014
Montblanc Headquarters, Hamburg, Germany
(3 years trainee program with 6 commercial specialization departments)
International Travel Retail
- Developed a 3 year business plan on the strategic development of the European Travel Retail business unit (evaluated business strengths and risks, interpreted sales performance, assessed market developments)
- Prepared budget data and edited budget presentations for global regions
- Implemented an analytical tool for processing and interpreting inflight sales
- Provided support in controlling, business analytics and global product allocation
- Supplied sales management with weekly and monthly sales reporting

Marketing Montblanc Germany
- Assisted in operative marketing, customer communication and PR
- Coordinated customer wishes and planned events for wholesale and retail customers

International Controlling
- Invented a tool for illustration of cost allocation in a Montblanc sales business unit
- Created a model for evaluating margin scenarios for sales units
- Provided support in operational and strategic margin and product controlling

Sales – Geographic Business Unit Europe
- Developed a concept for geo-marketing and defined criteria for new POS locations
- Planned and executed a special incentive event for Spanish wholesale customers
- Administered sales data of all European subsidiaries and reported them to management

Human Resources
- Designed an approach for an internal mentoring concept
- Participated in recruiting processes

Product Management Writing Culture
- Worked on the creative processes of new product development
- Analyzed existing product lines and derived implications for the product portfolio

EDUCATION

2014 - 2015
ESSEC Business School, Paris, France
MBA in International Luxury Brand Management

2013
LSE London School of Economics and Political Science, London, United Kingdom
(1 month)
Summer School, Certificate on ‘The International Business Environment’

2011 - 2014
HSBA Hamburg School of Business Administration, Hamburg, Germany
Bachelor’s Degree, Specialization in Corporate Finance, Financial Risk Management and M&A
Bachelor Thesis on B2B Customer Valuation in Travel Retail Europe for Montblanc

LANGUAGES AND TECHNOLOGY

Languages: German: native, English: fluent, French: intermediate
Computer skills: MS Office, SAP R/3, Business Warehouse, MS SharePoint

INTERESTS
People & culture, volleyball (participated in German championship), music (guitar: advanced)
CAREER OBJECTIVE
To pursue a merchandising, retail or business development role in the luxury fashion and accessories sector

PROFESSIONAL EXPERIENCE

2011 – 2014  
**Boai Education, Chengdu, China**  
(luxury pre-school education company which owns six kindergartens)  
*Operations Manager*  
- Supervised the daily operations performance of the kindergartens  
- Led and facilitated the English teaching team and largely improved the teaching standards  
- Established a set of career plans and assessments which improved the staff retention rate as well as the staff motivation  
- Negotiated intensively with 3rd party education providers, and uniform manufacturers  
- Initiated English contests and collaborated with local media and professionals

2009 – 2011  
**Louis Vuitton, Chengdu, China**  
*Retail Operations Management Trainee*  
- Led the operations team in several business development projects including opening markets in Shanghai, Shenzhen, Ningbo and Hangzhou  
- Streamlined the inventory operation process of products in stores while increasing inventory handling efficiency by 15%  
- Created an in-store CRM system for ready-to-wear team

2008 – 2009  
**Bazaar Men, Beijing, China**  
*Fashion Editor’s Assistant*  
- Researched and translated the up-to-date European fashion reports  
- Collaborated with PRs from various luxury brands for merchandise selection  
- Managed the process of selecting and organising photographer, dresser, models and some other assistants for photoshoots  
- Provided the initial drafts to editors

EDUCATION

2014 - 2015  
**ESSEC Business School, Paris, France**  
MBA in International Luxury Brand Management

2012 - 2014  
**University of Southern California, Los Angeles, US**  
English literature and language course

2005 - 2008  
**University of Manchester, Manchester, UK**  
Bachelor of Science, Design Management for Fashion Retailing

LANGUAGES AND TECHNOLOGY

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

Computer skills  
Microsoft Office, Adobe Creative Suite (Photoshop, Illustrator, InDesign)

INTERESTS

Fashion, movies, music, art, interior design
**CAREER OBJECTIVE**

To pursue a challenging career in marketing or travel retail, preferably in the jewellery & watches sector

**PROFESSIONAL EXPERIENCE**

2011 – 2014  **Carat/Dentsu Aegis Network, Shanghai, China**  
(An international marketing communications specialist ranks #5 among the leaders worldwide)  
Communications Planning Manager, Strategy and Innovation  
- Strategised marketing plans for key clients and actively participated in client pitches to obtain new business  
- Collaborated with TV/Digital/Social/Mobile/0OH departments to manage clients’ advertising billings as well as to implement online and offline activations in China  
PR Manager, Corporate Communications  
- Managed corporate communications at headquarters level, centralised marketing initiatives across brands and cities in China and produced bilingual press releases  
- Reported and updated the global headquarters of each brand’s market performance

2010  **APAX Group, Shanghai, China**  
(A multinational event marketing specialist, providing one-stop service only to luxury brands)  
Senior Project Executive, Event Management  
- Organised events including fashion shows, exhibitions, press previews, and VIC dinners  
- Maintained client relationships and delivered event planning and management services to key clients such as Tiffany & Co, Vacheron Constantin, Dior, and Ermenegildo Zegna  
- Closely worked with Tiffany & Co’s appointed Global Event Manager to plan and implement its very first global event in Asia – Tiffany 2010/11 Blue Book in the Forbidden City, Beijing

2009  **La vie, Shanghai, China**  
(A reputable local designer brand specialised in premium fashion & accessories)  
Marketing Manager, Design and Marketing  
- Designed marketing and PR campaigns and developed marketing collaterals  
- Maximised domestic and international media exposure for the brand through celebrity endorsements and crossover/co-branding collaborations  
- Selected and launched online sales and marketing channels for the brand

2007 – 2008  **WelcomeGate, London, UK**  
(An information technology specialist, providing IT-Security solutions to companies in UK)  
Senior Buyer, Procurement  
- Negotiated contracts with suppliers/manufacturers in China and executed buying plans  
Marketing Assistant, Business Operation  
- Conducted market research as well as assisted in developing marketing and CRM initiatives

**EDUCATION**

2014 – 2015  **ESSEC Business School, Paris, France**  
MBA in International Luxury Brand Management

2012  **International Gemmological Institute (IGI), Shanghai**  
Certified Polished Diamond Grader

2005 – 2007  **Lancaster University, UK**  
BSc (Hons) in Business Studies; major in Marketing

2003 – 2005  **Guangdong University of Foreign Studies, China**  
BA in English for International Business Administration

**LANGUAGES AND TECHNOLOGY**

Languages  
English/Cantonese/Mandarin: fluent, French: basic

Computer skills  
Proficient in Microsoft Windows and Apple Macintosh; MS Office, SPSS, and Forecast Pro
MBA IN INTERNATIONAL LUXURY BRAND MANAGEMENT

Wenjuan (Iris) YANG

iris.yang.123@gmail.com
Nationality: Chinese

CAREER OBJECTIVE
A career in retail, CRM or merchandizing, preferably in luxury fashion/accessories or jewellery/watches.

PROFESSIONAL EXPERIENCE
2013 – 2014 Schobrunn Paris, Shanghai, China
(N°3 player in the professional hairdressing market in China, 400+ employees)
Public Relations Manager
• Managed the social media presence and compiled external newsletters on social medias, such as Weibo (Chinese Twitter). Co-edited the company’s websites and maintained content up-to-date.
• Planned and organized events for brands promotion. Coordinated and supported media activities.
• Monitored the related news coverage, developed, implemented and evaluated the media programs.
• Collected data for business analysis reports.

2010 – 2012 Lik Fashion, Shanghai, China
(E-business fashion company, 500+ employees)
Retail Manager, Retail Department
• Established the retail department, built seamless online-offline system with e-shop department.
• Recruited and trained the team of 50 persons. Set up and enforced rules and regulations. Managed product ordering based on trends, sales and inventory analysis. Monitored and improved shop performances with retail strategy. Developed CRM system to build brand loyalty.
• Managed more than 50 employees, including head office, 10 retail stores and warehouse. Monthly revenue of the stores reached 150,000 euros.

2009 – 2010 Genay Trading, Shanghai, China
(Designer workshop and e-business company for fashion/accessories)
Co-founder and Designer
• Managed the relationship with clients (meetings, quotations, reporting…), and the relationship with suppliers (negotiation, quality control, lead time control…).
• Estimated the Profit & Loss of each order. Ensured product quality, costs and planning up to the project requirement both on the company’s side and on clients’ side.
• Won the bid of “Employee Version Identity System for China Telecom in 2010 Shanghai Expo”, representing a gross amount over 77,000 euros.

2004 – 2008 Eland Fashion Group, Shanghai, China
(No.1 Korean fashion and retail group, 5000+ employees)
Senior Merchandiser, Product Department
• Managed woven apparel for 3 top brands in negotiating better costs, meeting all targets and deadlines, taking pro-active approach on day-to-day activities, working closely with suppliers and retail department to improve quality and lead times.
• Dealt with more than 250 orders per year. Received “Excellent Employee” award for appreciation performance from co-workers

EDUCATION
2014 - 2015 ESSEC Business School, Paris, France
MBA in International Luxury Brand Management
2000 - 2004 Donghua University, Shanghai, China
Bachelor in Fashion Design and Engineering

LANGUAGES AND TECHNOLOGY
Languages
Chinese: native, English: fluent, French: basic
Computer skills
Microsoft Office, Photoshop, Illustrator, Inkscape, Wordpress

INTERESTS
Reading, travelling, swimming, yoga
CAREER OBJECTIVE
To pursue a position in retail or product management, preferably in fashion & accessories or jewellery and watches.

PROFESSIONAL EXPERIENCE

2003 – 2014  VASTO Enterprise, Guangzhou, China (Men’s luxury brand including garments, shoes, fine leather goods, watches, pens and other accessories)

2010 - 2014  Director, Merchandising Department

Merchandising
- In charge of purchase plan of products according to the sales budget and achieved a sell-out ratio of 70%.
- Developed the long term product strategy, based on brand DNA and Codes.
- Designed and implemented the proposal of Experiential Marketing.
- Launched the leather-product project and opened 10 stores with annual sales of €450,000.
- Proposed and coordinated marketing promotions, especially for local events/promotions with DS or based on inventory or sales performance.
- Assisted in designing the new collection for 10 A&W, the sale of franchising soared by 40%.

Visual Merchandising
- Organized the supervisor team to work with Regional Manager to improve the store performance of images and sales.
- Managed the VM team of 5 people and enhanced the number of the visitors to the stores, created the product display brochure for all stores.

2007 – 2009  Director, Retail Operations Department

- Managed a retail network of 60 stores in China, increased sales by 30% over 3 years.
- Conducted the training program for all the stores in three main areas of store management.
- Created the job guidebooks related to the store regulations and procedures.
- Implemented the product allocation references to be carried by each type of store.

2005 – 2006  Regional Manager, Retail Operations Department

- Organized pop-up stores to promote the sales of inventory, the sales reached approximately €3,000,000 in six branches of VASTO in China.
- Boosted the sales for South China region and increased the sales by more than 30%.
- Took charge of product distribution and increased the efficiency of inventories.

2003 – 2004  Store Manager, Retail Operations Department

- Completed and exceeded the sales target of store, increased by 40% over 2002.
- Developed the VIP client database and service culture through the organization of various events, and recruited about 320 members for China Club.

EDUCATION

2014 - 2015  ESSEC Business School, Paris, France
MBA in International Luxury Brand Management
Case studies include: Louis Vuitton in Japanese market; LOEWE: Created the slogan for LOEWE; Audemars Piguet : Brand extension to women watches

2010 - 2013  Sun Yat-sen University, Guangzhou, China: MBA

1999 - 2003  Henan University of Science & Technology, Luoyang, China: Bachelor of Marketing

LANGUAGES AND TECHNOLOGY

Languages  Mandarin: native,  English: fluent,  French: basic
Computer  MS Office, Mac OSX

INTERESTS
Tea ceremony, football, history & culture, fashion, charity