GLOBAL MBA WITH MAJOR IN LUXURY BRAND MANAGEMENT

CV BOOK 2021-2022
27TH ANNIVERSARY YEAR
ESSEC is a business school with programs ranging from Bachelor to PhD, a wide range of Masters programs including our flagship Master in Management and Global MBA programs. ESSEC also offers executive education and custom training designed and developed on-demand for our partners from the private sector. ESSEC holds the “Triple crown” of accreditations for global business education: EQUIS, AACSB and AMBA.

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

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

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

ESSEC is a full ecosystem at the crossroad of rigorous and relevant research, innovation, business and society. At ESSEC we believe in bringing research and companies into the classroom, we also believe that learning doesn’t end with a degree: learning at ESSEC means becoming a life-long learner and joining a close-knit community of more than 62,000 Alumni all across the globe.
ESSEC BUSINESS SCHOOL

Key figures

- **62,000** graduates worldwide
- **7,050** students in full-time undergraduate and graduate programs
- **4** campuses in Cergy, Paris-La Défense, Singapore and Rabat
- **245** partner universities in 42 countries
- **2,000** degrees awarded each year, including 1,600 at graduate level
- **39%** international students
- **39%** +100 nationalities represented
- **76** PhD students
- **+100** student organizations
- **+20** learning and research chairs
- **27** double degree programs (20 international, 7 national)
- **142** permanent faculty of 37 nationalities including 21 emeriti professors
- **5,000** managers in executive education
- **+500** partner companies in education and recruitment
BRIEF DESCRIPTION OF THE MBA PROGRAM

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

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

**Boutique Internships**

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

**International Field Trips**

Two virtual 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 virtual to Shanghai and New York, and In Person to Milan and Florence.

**Global Field Projects**

Participants are required to either carry out a 5 month internship or a specific consultancy project for luxury and prestige companies to give them maximum exposure to real life situations within the industry. The Global Field Project is carried out in teams of 3/4 between May and September. It concerns a business issue within a company (for example, business plan for a new activity, feasibility study for activity expansion abroad) and is monitored by an MBA Professor and by a company executive.

**MBA PARTICIPANTS’ PROFILE**

<table>
<thead>
<tr>
<th>Average Age</th>
<th>30 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age Range</td>
<td>26-36 years</td>
</tr>
<tr>
<td>Average work experience</td>
<td>7 years</td>
</tr>
<tr>
<td>Academic background</td>
<td>Marketing 17%, Finance/accounting 3%, Economics/business 37%, Science/engineering 17%, Social sciences 17%, Design 6%, Law 3%</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</td>
<td>around 30 participants</td>
</tr>
</tbody>
</table>

**EXAMPLES OF GLOBAL FIELD PROJECTS**

<table>
<thead>
<tr>
<th>Accessories</th>
<th>Developing a disruptive launch strategy for a new accessories line</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fashion</td>
<td>Recommending a new digital communication strategy</td>
</tr>
<tr>
<td>Watches</td>
<td>Developing a new strategy for Greater China</td>
</tr>
<tr>
<td>Jewellery &amp; watches</td>
<td>Recommending a plan to create exceptional experiences &amp; defining the accurate digital strategies for VIP clients</td>
</tr>
<tr>
<td>Retail</td>
<td>Proposing a plan to enhance the customer experience in store</td>
</tr>
<tr>
<td>Fragrances &amp; Cosmetics</td>
<td>- Analysing the risks and opportunities of the pharmacy market - Developing a new digital platform - Developing a marketing campaign for a new product launch</td>
</tr>
<tr>
<td>Wines and Spirits</td>
<td>Defining how to build a successful CRM strategy</td>
</tr>
</tbody>
</table>
The Global MBA in Luxury Brand Management now has over 800 graduates working in leading positions in over 30 countries around the world.

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

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

27% FRAGRANCES & COSMETICS
41% FASHION & ACCESSORIES
18% JEWELRY & WATCHES
9% CONSULTING
5% OTHERS

15% CRM/DIGITAL MARKETING/SOCIAL MEDIA
4% FINANCE
4% VISUAL MERCHANDISING
14% BUSINESS DEVELOPMENT, WHOLESALE
14% OPERATIONAL MARKETING
4% OTHER
4% CONSULTING
4% PRODUCT DEVELOPMENT
9% PROJECT MANAGEMENT
24% RETAIL OPERATIONS
4% TRAINING
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. Here is an overview of the companies recently involved in the program.

CURRENT PARTNERS AND CONTRIBUTORS INCLUDE

- Assouline
- Audemars Piguet
- Bergdorf Goodman
- BeThe1
- Boodles
- Burberry
- Chalhoub
- Chanel
- Chanel Métiers d’Art
- Chanel Parfums
- COTY Prestige
- Christian Louboutin
- Edrington Group
- Elsa Schiaparelli
- Emilio Pucci Heritage Hub
- Ermenegildo Zegna
- Estée Lauder Companies
- - Bobbi Brown
- - By Kilian
- - Clinique
- - Estée Lauder
- - Jo Malone
- - La Mer
- - Le Labo
- - Mac Cosmetics
- - Parfums Frederic Malle
- - Tom Ford Beauty
- Farfetch
- Firmenich
- Floriane de Saint Pierre
- Fondazione Altagamma
- Giorgio Armani
- Hermès
- Kering
- - Balenciaga
- - Bottega Veneta
- - Gucci
- - Saint Laurent
- L’Oréal Luxe
- - Biotherm
- - Giorgio Armani Parfums
- - Helena Rubinstein
- - Kiehls
- - Lancôme
- - Viktor & Rolf
- - YSL Beauté
- LVMH Group
- - Acqua di Parma
- - Bulgari
- - Christian Dior Couture
- - Christian Dior Parfums
- - D.F.S.
- - Fenty Beauty
- - Fresh
- - Krug Vins Fins de Champagne
- - Louis Vuitton
- - Moët et Chandon
- - Moët Hennessy
- - Sephora
- - Tiffany & Co
- Moncler
- Mulberry
- Ormellaia s.r.l.
- Paraffection Group
- Pernod Ricard Luxury
- - Royal Salute
- - Martell
- - Perrier Jouet
- Puig
- - Penhaligon’s
- Richemont
- - Cartier
- - Chloé
- - Dunhill
- - Montblanc
- - Vacheron Constantin
- - Van Cleef & Arpels
- Salvatore Ferragamo
- The Swatch Group
- - Tissot
- - Omega
- Tod’s Group
- - Hogan
- - Roger Vivier
- - Tod’s
- Tory Burch
- Valentino
- Valextra
- Versace
- Visoanska
- Walpole Committee
GLOBAL MBA
WITH
MAJOR IN LUXURY
BRAND MANAGEMENT

Curriculum Vitæ
GLOBAL MBA WITH MAJOR IN LUXURY BRAND MANAGEMENT

Lisa BAUER

Mail: lisam.bauer@hotmail.de
www.linkedin.com/in/lisa-bauer-7a656811b/

CAREER OBJECTIVE

To successfully and sustainably lead European luxury fashion brands into the future by working in a strategic position of a maison or conglomerate – or alternatively externally consult those brands at MBB.

PROFESSIONAL EXPERIENCE

<table>
<thead>
<tr>
<th>Year</th>
<th>Role and Company</th>
<th>Location</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2022</td>
<td>Chanel, Paris, France</td>
<td>Assistant to Global Chief Strategy Manager for Client Engagement &amp; Communication</td>
<td>Conducting project management for the redefinition of the future strategy.</td>
</tr>
<tr>
<td>April 2022</td>
<td>DFS/La Samaritaine, Paris – ESSEC Retail Internship - Fashion &amp; Accessories Department</td>
<td>(3 days)</td>
<td>Mastered the fundamentals of managing a point of sale and assisting clients.</td>
</tr>
<tr>
<td>2018 – Present</td>
<td>A. T. Kearney GmbH, Düsseldorf, Germany – Consultancy</td>
<td>A. T. Kearney GmbH</td>
<td>Co-authored articles and papers on Kearney’s “CFX – Fashion Circularity Index” and “Luxury customers’ shopping behaviour pre- and post-Covid in Germany, USA and China”.</td>
</tr>
<tr>
<td>2018</td>
<td>KPMG, Frankfurt am Main, Germany – Consultancy &amp; Auditing</td>
<td>Working Student of the ERP &amp; CRM Consulting Team</td>
<td></td>
</tr>
<tr>
<td>May 2017 – Aug 2017</td>
<td>Accenture Strategy PLC, Kronberg, Germany – Consultancy</td>
<td>Intern of the Consumer Goods Industry</td>
<td></td>
</tr>
<tr>
<td>2014 – 2016</td>
<td>Further internships at BearingPoint, Deufol SE and Unique 1</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

EDUCATION

<table>
<thead>
<tr>
<th>Year</th>
<th>Institution</th>
<th>Location</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016 – 2018</td>
<td>WHU - Otto Beisheim School of Management- Vallendar, Germany</td>
<td></td>
<td>Master in Management, Master of Science. Major in strategy, average grade 1.5. Semester abroad at Copenhagen Business School, Denmark (Average grade 1.3).</td>
</tr>
<tr>
<td>2013 – 2016</td>
<td>International School of Management- Frankfurt, Germany</td>
<td></td>
<td>Business Studies, Bachelor of Arts. Major in communications &amp; marketing, average grade 1.6. Semester abroad at European Business School, Spain (Average grade 1.7).</td>
</tr>
</tbody>
</table>

LANGUAGES AND TECHNOLOGY

| Languages  | German (Native), English (fluent), French (Basic), Spanish (Basic) |
| Computer skills | MS Office (Professional knowledge), SAP R/3 (Basic knowledge) |
| Certificates | Google Ads Search; Power BI; Tableau |

INTERESTS

Fashion & Luxury Industry News, Art, Tennis, Fitness, Traveling
GLOBAL MBA WITH MAJOR IN LUXURY BRAND MANAGEMENT

Mavika BHATNAGAR

Mail: mavika.bhatnagar@essec.edu
www.linkedin.com/in/mavika/

CAREER OBJECTIVE
A dynamic and creative digital role at a conglomerate-owned luxury cosmetics and fragrances or luxury fashion and accessories or fine jewellery brand, in France, Netherlands, UK or US.

PROFESSIONAL EXPERIENCE

<table>
<thead>
<tr>
<th>Year</th>
<th>Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>2022</td>
<td>COTY Prestige, Paris, France</td>
</tr>
<tr>
<td></td>
<td>- Supporting &amp; driving the global &amp; local e-retail efforts for all Coty</td>
</tr>
<tr>
<td></td>
<td>Prestige brands by ensuring perfect content, execution &amp; visibility,</td>
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<tr>
<td></td>
<td>and building competitive &amp; category knowledge to identify best</td>
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<tr>
<td></td>
<td>practices via audits &amp; inspire global brand teams, markets &amp; retailers</td>
</tr>
<tr>
<td></td>
<td>on the future of e-comm</td>
</tr>
<tr>
<td></td>
<td>- Driving in autonomy a conversion project working with key stakeholders</td>
</tr>
<tr>
<td></td>
<td>to accelerate online growth &amp; applying conversion tools (Livestreaming,</td>
</tr>
<tr>
<td></td>
<td>SEO, R&amp;R campaigns, CARS), PIM, Financials</td>
</tr>
<tr>
<td>2022</td>
<td>DFS/La Samaritaine, Paris – ESSEC Retail Internship – Fragrances &amp; Cosmetics</td>
</tr>
<tr>
<td></td>
<td>Department</td>
</tr>
<tr>
<td></td>
<td>- Mastered the fundamentals of managing a point of sale and assisting</td>
</tr>
<tr>
<td>2018 – 2021</td>
<td>The Communication Council, New Delhi, India (A two-decade old go-to agency</td>
</tr>
<tr>
<td></td>
<td>for luxury &amp; the 1st nodal agency for all LVMH brands in India)</td>
</tr>
<tr>
<td></td>
<td>- Managed social media strategy and influencer &amp; brand partnerships for</td>
</tr>
<tr>
<td></td>
<td>20 clients+ like Kiehl’s, GYAN Jewellery, Amorepacific, SunglassHut,</td>
</tr>
<tr>
<td></td>
<td>Maison des Parfums &amp; Onitsuka Tiger</td>
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<tr>
<td></td>
<td>- Conceptualized &amp; executed social media campaigns that are now company</td>
</tr>
<tr>
<td></td>
<td>case studies, for example, Kiehl’s India holiday campaign achieving an</td>
</tr>
<tr>
<td></td>
<td>organic reach of 17.2M and won 8 clients through pitches &amp; BD for new</td>
</tr>
<tr>
<td></td>
<td>beauty, fashion &amp; luxury digital mandates</td>
</tr>
<tr>
<td></td>
<td>- Achieved distinction of youngest Senior Account Manager, trained &amp; led</td>
</tr>
<tr>
<td></td>
<td>digital team of 10</td>
</tr>
<tr>
<td>2017 – 2018</td>
<td>Templatolio, Gurgaon, Haryana, India, (A boutique 360-degree agency</td>
</tr>
<tr>
<td></td>
<td>specializing in marketing, branding &amp; digital for hospitality)</td>
</tr>
<tr>
<td></td>
<td>- Social Media Lead</td>
</tr>
<tr>
<td></td>
<td>- Managed 5 prestige &amp; luxury hospitality clients: Westin, Taj Hotels,</td>
</tr>
<tr>
<td></td>
<td>Accor, Alila, Radisson</td>
</tr>
<tr>
<td></td>
<td>- Supervised social media team of 4, most ‘Department of the Month’ wins</td>
</tr>
<tr>
<td></td>
<td>in a year</td>
</tr>
<tr>
<td>2016 – 2017</td>
<td>ReplIndia, New Delhi, India (An award-winning pure-digital agency with</td>
</tr>
<tr>
<td></td>
<td>international beauty, fashion &amp; lifestyle clients)</td>
</tr>
<tr>
<td></td>
<td>- Social Media Strategist</td>
</tr>
<tr>
<td></td>
<td>- Curating social media campaigns &amp; content for Sephora, Pandora, GAP,</td>
</tr>
<tr>
<td></td>
<td>JW Marriott &amp; more</td>
</tr>
<tr>
<td></td>
<td>- Awarded ‘ReplIndia Rockstar’ for a high-sale PizzaExpress holiday-menu</td>
</tr>
<tr>
<td></td>
<td>launch campaign</td>
</tr>
</tbody>
</table>

EDUCATION

<table>
<thead>
<tr>
<th>Year</th>
<th>Institution</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021 – 2022</td>
<td>ESSEC Business School, Paris, France</td>
</tr>
<tr>
<td></td>
<td>Global MBA with Major in Luxury Brand Management</td>
</tr>
<tr>
<td>2013 – 2016</td>
<td>Symbiosis International University, Pune, India</td>
</tr>
<tr>
<td></td>
<td>BBA with Major in Marketing, Minor in Entrepreneurship &amp; HR</td>
</tr>
</tbody>
</table>

LANGUAGES AND TECHNOLOGY

<table>
<thead>
<tr>
<th>Languages</th>
<th>English (Native), Hindi (Native); Bilingual, French: Beginner (DELF A2)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Marketing Associate</td>
</tr>
</tbody>
</table>

INTERESTS

Cooking, Travel, Fashion, Design, Music, Dance, Animal Rescue, Circularity, Meditation, Digital Developments
GLOBAL MBA WITH MAJOR IN LUXURY BRAND MANAGEMENT

Sheersha DASH

Mail: sheersha.dash@essec.edu
www.linkedin.com/in/sheershadash/

CAREER OBJECTIVE
Seeking a leadership role in Marketing or Business Development in the luxury Fragrances & Cosmetics industry, which utilises my past experiences and skill-sets along with my broadening scope with Global MBA in Luxury Brand Management.

PROFESSIONAL EXPERIENCE

2022 Firmenich, Paris, France
(5 month internship) Marketing Sciences Analyst, Marketing Sciences & Consumer Insights Division
• Carrying out consumer research to analyse new opportunities for Fine Fragrances clients, based on untapped emotional territories.
• Collaborating with the Marketing Division on how they can devise strategies to offer unique end-to-end solutions to their clients based on their AI enabled tools.

2022 DFS/La Samaritaine, Paris – ESSEC Retail Internship - Fragrances & Cosmetics Department
(4 days)
• Mastered the fundamentals of managing a point of sale and assisting clients

2017 – 2021 Suryo Media Pvt Ltd, Bhubaneswar, India
(Family run media company with a daily regional newspaper and English news portal) Vice President
• Oversaw general management, digital development, strategy, and finance
• Oversaw a total staff of around 30 employees

2015 – 2021 Golden Anchor Pvt Ltd, Bhubaneswar, India
(Family run Hospitality company with 2 business hotels in Odisha) Director
• Oversaw staff of more than 110 employees with 15 direct reports, and was in charge of general management, strategy, business development, finance, and client relations.
• Negotiated and concluded multiple long term stay contracts with high visibility corporate clients generating projected revenue of $355,143 p.a. DLTPL-Total contract has been the biggest contract ever signed by Golden Anchor in terms of revenues, duration, etc

2015 – 2021 Ram’s Assorted Cold Storage Ltd, Bhubaneswar, India
(Family run vertically integrated aquaculture group with its own shrimp farm & export units) IT & CSR Manager
• Transformed the firm to become POSH Act compliant, and organised GAP-PACE program for 40 women employees on pilot basis.

2012 – 2014 Tata Consultancy Services, Bhubaneswar, India
(Global leader in IT services, consultancy, and business solutions) Systems Engineer
• Analyzed client requirements and provided back-end data correction for the LATAM and APIMEA regions for AC Neilsen

EDUCATION

2021 – 2022 ESSEC Business School, Paris, France
Global MBA with Major in Luxury Brand Management
• Case studies include: Launching Phantom by Paco Rabanne in China

2008 – 2012 Institute of Technical Education & Research, Bhubaneswar, India
Bachelor of Technology in Information Technology

LANGUAGES & TECHNOLOGY
Languages
Odia (fluent), Hindi (fluuent), English (fluuent), French (Beginners)

Computer skills
MS Excel, Power BI, Google Analytics

INTERESTS
Professional Odissi Dancer, National level Rifle Shooter, UN - EMPRETEC Graduate, Intrepid traveler
**CAREER OBJECTIVE**
Seeking a product or account management role within a fashion & accessories or wines & spirits luxury brand in the USA or France.

**PROFESSIONAL EXPERIENCE**

<table>
<thead>
<tr>
<th>Year</th>
<th>Position</th>
<th>Company</th>
<th>Location</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2022 – 2023</td>
<td>Commercial Planning Assistant</td>
<td>Hennessy, Paris, France</td>
<td>Commercial Planning Assistant</td>
<td>Deploying the Time to Market (TTM) 2.0 process and training all Project Managers on PLM tool that will be used when validating new projects with upper management.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Consolidating volume forecasts, commercial performance, and market potential analysis for Project Managers.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Organizing the preparation of the Monthly Project Management meeting to anticipate and solve misalignments.</td>
</tr>
<tr>
<td>2019 – 2021</td>
<td>Associate Buyer</td>
<td>DFS/La Samaritaine, Paris – ESSEC Retail Internship - Women’s Fashion &amp; Accessories Department</td>
<td>DFS/La Samaritaine, Paris – ESSEC Retail Internship - Women’s Fashion &amp; Accessories Department</td>
<td>Mastered the fundamentals of managing a point of sale and assisting clients.</td>
</tr>
<tr>
<td></td>
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<td></td>
<td></td>
<td>Developed and executed merchandising strategies for luxury e-commerce retailer in both Ready-to-Wear (RTW) and Accessories (ACC) for 140+ designers (e.g. Max Mara, Paule Ka, Oscar de la Renta) based on in-depth knowledge of customer and brand.</td>
</tr>
<tr>
<td></td>
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<td></td>
<td></td>
<td>Reviewed weekly selling reports and monitored inventory to initiate reorders for top performing styles with in-season and carryover merchandise.</td>
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<td></td>
<td></td>
<td>Negotiated weekly with vendors on cost, delivery schedule and quality issues.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Managed Merchandise Assistant and Buying Intern.</td>
</tr>
<tr>
<td>2018 – 2019</td>
<td>Assistant Buyer</td>
<td>Van Cleef &amp; Arpels, New York, NY</td>
<td>Assistant Buyer</td>
<td>Curated collections for RTW and ACC by attending daily market appointments, conducting industry market research, trend forecasting and new vendor outreach.</td>
</tr>
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<td></td>
<td>Created and tracked all purchase orders weekly to control timely arrival of merchandise.</td>
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<td></td>
<td>Coordinated sample process for bi-weekly e-commerce photoshoots, and catalog mailers.</td>
</tr>
<tr>
<td>2017 – 2018</td>
<td>Retail Operations Coordinator</td>
<td>Anthropologie, North Brunswick, NJ</td>
<td>Retail Operations Coordinator</td>
<td>Headed the daily operational activities for 20 boutiques in both US and Canada markets.</td>
</tr>
<tr>
<td></td>
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<td></td>
<td>Liaised with other departments (Marketing, Supply Chain) to allocate boutique supplies for client events.</td>
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<tr>
<td></td>
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<td></td>
<td>Implemented new POS cash-register solution to support the digital transformation of retail.</td>
</tr>
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<td></td>
<td>Led three-month task force for Vancouver boutique opening and was on-site for a week prior to opening to organize boutique and train employees on company policies.</td>
</tr>
<tr>
<td>2015 – 2021</td>
<td>Senior Customer Associate</td>
<td>Anthropologie, North Brunswick, NJ</td>
<td>Senior Customer Associate</td>
<td>Managed customer transactions at register daily (e.g. processing online orders, gift wrapping), enrolled new customers into loyalty program and trained new hires.</td>
</tr>
<tr>
<td></td>
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<td></td>
<td>Merchandised sales floor with new and current product based on regional and national buying trends, and assist management in training new hires.</td>
</tr>
</tbody>
</table>

**EDUCATION**

<table>
<thead>
<tr>
<th>Year</th>
<th>Institution</th>
<th>Program</th>
<th>Honors</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021 – 2022</td>
<td>ESSEC Business School, Paris, France</td>
<td>Global MBA with Major in Luxury Brand Management</td>
<td>Honors: magna cum laude</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Global MBA Ambassador – ESSEC Talk</td>
<td></td>
</tr>
<tr>
<td>2015 – 2017</td>
<td>Rutgers University, Rutgers Business School, New Brunswick, NJ</td>
<td>B.S. in Supply Chain and Marketing Science – Honors: magna cum laude</td>
<td></td>
</tr>
<tr>
<td>2013 – 2015</td>
<td>Middlesex County College, Edison, NJ</td>
<td>A.A. in Liberal Arts – Honors: summa cum laude, Phi Beta Kappa</td>
<td></td>
</tr>
</tbody>
</table>

**LANGUAGES & OTHER SKILLS**

<table>
<thead>
<tr>
<th>Languages</th>
<th>Technical</th>
</tr>
</thead>
<tbody>
<tr>
<td>English – Native, Polish – Fluent, French – Beginner</td>
<td>Advanced in MS Office Suite, SQL, ERP Systems (SAP), Tableau, Power BI, Google Drive and Social Media</td>
</tr>
</tbody>
</table>
GLOBAL MBA WITH MAJOR IN LUXURY BRAND MANAGEMENT

Adam GOUIJANE

Mail: adam.goujjane@essec.edu
www.linkedin.com/in/adamgoujjane

CAREER OBJECTIVE
Brand & communications strategy in Europe preferably in fashion & accessories. Interested in intersection of digital innovation, cultural production, and corporate social responsibility

PROFESSIONAL EXPERIENCE

2022 Bottega Veneta, Milan, Italy
(5 month internship)
Leather Goods & Shoes Collection Merchandiser
• Planning the elaboration of the collection strategy to explore new functions and product opportunities
• Realizing competitor benchmark (product typology and mix, price mapping)
• Supporting and collaborating with the Product Development Team to monitor the progress of the collections
• Creating the marketing insights brief to plan seasonal marketing activities and ad hoc product launches
• Preparing sell out and end of selling campaign analysis

2022 DFS/La Samaritaine, Paris – ESSEC Retail Internship – Fashion & Accessories Department
(1 week)
• Mastered the fundamentals of managing a point of sale and assisting clients

2019 – 2021 Martin Brûlé Studio, New York, USA
(Interior design firm)
Studio Director
• Oversaw New York showroom and operations of Montreal-based interior design company, supporting founder with project management, business development and accelerating growth of company
• Supervised development of design presentations, project budgets (minimum of 1MUSD)
• Organized all art buying and sales bringing in a total of 1.5MUSD in additional revenue

2018 – 2019 Sister City, New York, USA
(Boutique hotel brand by Ace Hotel group)
Brand Consultant, Marketing & Sales Department
• Implemented a unique brand positioning strategy for hotel opening through high-visibility strategic partnerships including innovative social media campaigns with Microsoft and Headspace to optimize brand visibility with key markets
• Led in-house creative team of 12 to execute design needs for digital marketing, advertising campaigns and CRM with 200K mailing list subscribers and 500K Instagram

(Boutique hotel by Grupo Habita)
Culture & Events Manager, Marketing & Sales Department
• Planned high-volume events, cultural programming, and partnerships at luxury boutique hotel, exceeding annual revenue goal of 1.3MUSD with actual sales of 1.5MUSD
• Managed B2B event marketing and bespoke events with regular clients including L’Oréal, Boston Consulting Group, Ralph Lauren, Tapestry and Google

2016 – 2017 With Projects, Inc., New York, USA
(Creative studio specialized in graphic design)
Project Manager
• Supervised creative team of 6 at full-service creative agency, managing Art Director and design team to execute deliverables for clients including Condé Nast, WeWork,
• Curated studio’s experimental art publication and event, White Zinfandel in partnership with Stella Artois

EDUCATION

2021 – 2022 ESSEC Business School, Paris, France
Global MBA with Major in Luxury Brand Management

2012 – 2016 Columbia University, New York, USA
B.A. in Urban Studies, Concentration in Sustainable Development

LANGUAGES & TECHNOLOGY

Languages
English (Native), French (Native)

Computer skills
Microsoft Office Suite (Word, PowerPoint, and Excel), Google Analytics, Photoshop, Adobe InDesign, Keynote
GLOBAL MBA WITH MAJOR IN LUXURY BRAND MANAGEMENT

Soonkyu HONG
Mail: soonkyu.hong@essec.edu
www.linkedin.com/in/Soonkyu-Hong

CAREER OBJECTIVE
A Senior Merchandiser or a Regional Marketing Director position in the luxury fashion and accessories sector, preferably in Paris.

PROFESSIONAL EXPERIENCE

2022
Louis Vuitton, Paris – ESSEC Field Project/Consulting Mission (2.5 months)
• Proposing a strategy to cater for a rapidly growing market with very specific needs: GEN Z

2022
DFS/La Samaritaine, Paris – ESSEC Retail Internship - Men’s Fashion Department (1 week)
• Mastered the fundamentals of managing a point of sale and assisting clients

2019 – 2021
HJ Traders
(A Korea based fashion clothing manufacturer and retailer - Family owned business)
Manager, Collection Merchandising and Marketing
• Handled in-house production and outsourcing, and established cost reduction strategy
• Carried out wholesale business, merchandised a private brand, and marketed it on an online store
• Delivered annual sales of $4 million by capitalizing on $1.2 million of production
• Reduced the variable cost ratio by 5%, increasing the 2020 contribution margin to 31%, with an integrated sourcing and procurement strategy
• Led a team of 4 merchandisers

2018 – 2019
Wonderplace, Seoul, South Korea
(A leading fashion company with the largest distribution network in Korea)
Assistant Manager, Collection Merchandising and Buying
• Responsible for merchandising and distribution contracts and license agreements for overseas brands
• Concluded and fulfilled various contracts for Outdoor Products, an imported casual brand
• Generated annual sales worth of $20 million with the $6.4 million valued production

2015 – 2018
LF Corp. (LG Fashion), Seoul, South Korea
(The largest fashion manufacturing and retail company in Korea)
Assistant Buyer, Purchasing
• In charge of importing and merchandising contemporary brands such as MaxMara and Joseph
• Made purchase orders, dealt with import and export process through ERP, and managed shipping documents

2015 – 2017
Assistant Merchandiser, Collection Merchandising
• Responsible for men’s leather goods of Jill Stuart, a highly sought-after contemporary brand
• Created periodic sales data, managed inventory levels, and decided markdowns and carryover by analyzing sales metrics
• Contributed to a 39% increase in EBIT in 2016 by launching and operating online-exclusive products

EDUCATION

2021 – 2022
ESSEC Business School, Paris, France
Global MBA with Major in Luxury Brand Management

2007 – 2015
Seoul National University (SNU)
Bachelor of Fine Arts in Design

LANGUAGES AND TECHNOLOGY

Languages
Korean (native), English (fluent), French (basic)

Computer skills
Advanced Excel, Illustrator, Premiere, After Effect

INTERESTS
Swimming, snowboarding, traveling, photography
GLOBAL MBA WITH MAJOR IN LUXURY BRAND MANAGEMENT

Donald KIM

Mail: hoyadonkim@gmail.com
www.linkedin.com/in/donald-kim-9ba543a7/

CAREER OBJECTIVE
Looking for a CRM and Digital Marketing Management role in Haute Horlogerie in Switzerland.

PROFESSIONAL EXPERIENCE

<table>
<thead>
<tr>
<th>Year</th>
<th>Company/Location</th>
<th>Role</th>
<th>Responsibilities</th>
</tr>
</thead>
</table>
| 2022     | Vacheron Constantin, Geneva, Switzerland              | CRM Coordinator       | • Managing client intelligence projects and customer acquisition strategy for the global markets  
|          |                                                       |                       | • Participating in test sessions on Salesforce releases and support markets on the usage of Salesforce tools  
|          |                                                       |                       | • Leading the implementation and the follow-up on the clientele app (China and Rest of the World)  |
| 2022     | DFS/La Samaritaine, Paris – ESSEC Retail Internship - Watches Department | (1 week)              | • Mastered the fundamentals of managing a point of sale and assisting clients for Vacheron Constantin, Omega, Breguet and Blancpain.  |
| 2018 – 2020 | Faire, San Francisco, USA (Online Wholesale E-commerce Marketplace) | Brand Partnerships Lead | • Developed company’s first sales lead generation process for retailers and brands, including sales pitch and CRM  
|          |                                                       |                       | • Closed 3,200 clients out of company’s total 12,000 and convinced 8,000 retailers to buy on site out of 100,000  
|          |                                                       |                       | • Developed firm’s first sales onboarding plan for new sales hires, developing and teaching training curriculum  |
| 2016 – 2018 | Oracle, Boston & Santa Monica, USA (American Multinational Computer Technology Corporation) | NetSuite Account Executive & Business Development Consultant | • Promoted Cloud Enterprise Resource Planning and CRM software to apparel, footwear, and accessories companies  
|          |                                                       |                       | • Managed two Business Development Consultants in sourcing leads through cold calls, e-mails, and outreach  
|          |                                                       |                       | • Received an Early Achievers Award for achieving 100% of pipeline goal one month before fiscal year end  
|          |                                                       |                       | • Won NetSuite SuiteSuccess Training MVP Award for most effective sales pitch and capstone presentation  
|          |                                                       |                       | • Marketed and demonstrated Oracle’s software suite to generate client pipeline for account executives to close  
|          |                                                       |                       | • Achieved 175% of sales goals during the first year  
|          |                                                       |                       | • Won 2017 Oracle Digital Excellence Award for record first year attainment, ranking #7 out of 600 consultants  |

EDUCATION

<table>
<thead>
<tr>
<th>Year</th>
<th>Institution/Location</th>
<th>Degree/Certification</th>
<th>Relevant Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021 – 2022</td>
<td>ESSEC Business School, Paris, France</td>
<td>Global MBA with Major in Luxury Brand Management</td>
<td>Global MBA Ambassador - Face of the program for prospective applicants looking to join the MBA in the future</td>
</tr>
<tr>
<td>2012 – 2016</td>
<td>Georgetown University, School of Foreign Service, Washington, D.C.</td>
<td>Bachelor of Science in Foreign Service</td>
<td>Major: International Politics - Foreign Policy</td>
</tr>
</tbody>
</table>

LANGUAGES & OTHER SKILLS

<table>
<thead>
<tr>
<th>Languages</th>
<th>Technical</th>
<th>Certifications</th>
</tr>
</thead>
<tbody>
<tr>
<td>English (Native), Korean (Fluent), French (Basic)</td>
<td>Oracle Sales Cloud CRM, Salesforce CRM, NetSuite ERP</td>
<td>Google Ads Search Certification, Credential ID 97787514</td>
</tr>
</tbody>
</table>

RELEVANT EXPERIENCE & INTERESTS

Lived in three countries over 7 years, living in Japan (6 months), Hong Kong (3 years), and South Korea (4 years)
Avid watch collector of F.P. Journe, Patek Philippe, Vacheron Constantin, Audemars Piguet, Rolex, Cartier, and Omega
GLOBAL MBA WITH MAJOR IN LUXURY BRAND MANAGEMENT

Ana Nicoleta NECSULESCU

Mail: ananicoleta.necsulescu@essec.edu
www.linkedin.com/in/ananecsulescu

CAREER OBJECTIVE
Eager to work in the luxury wines & spirits industry in a brand management or new product development role.

PROFESSIONAL EXPERIENCE

2022
2022
2016 – 2021
2015
2014 – 2015
2014

Moet Hennessy, Paris – ESSEC Field Project/Consulting Mission
 DFS/La Samaritaine, Paris – ESSEC Retail Internship - Wines & Spirits Department
 Jidvei, Bucharest, Romania (biggest wine producer in Romania)
 Jidvei, Bucharest, Romania
 Jidvei, Bucharest, Romania
 Jidvei, Bucharest, Romania

Marketing Manager

Marketing and Sales Assistant

Offline Marketing and Communications Team Leader

Account Manager Intern

• Designed and implemented local marketing strategies that increased sales for volunteering programs by 500%;
• Recruited, assessed and trained team members.

• Coordinated two new label design projects for wines;
• Designed market analysis reports, coordinated one research project;
• Created and implemented social media campaigns.

EDUCATION

2021 – 2022
2013 – 2016

ESSEC Business School, Paris, France
Cass Business School, University of London, London, UK

Global MBA with Major in Luxury Brand Management
BSc (Hons) Business Studies with Marketing Specialism

LANGUAGES AND TECHNOLOGY
Languages
Romanian (native), English (fluent), German (conversational), French (basic)

Computer skills
Advanced proficiency in MS Office (Word, PowerPoint, Excel), Facebook, Instagram, Adobe Illustrator

INTERESTS
Wines, packaging, natural skincare formulation, sustainability, entrepreneurship, travel, photography, cooking.
GLOBAL MBA WITH MAJOR IN LUXURY BRAND MANAGEMENT

Xiaojun SHE (Ariel)

Mail: xiaojun.she@essec.edu
www.linkedin.com/in/ariel-she

CAREER OBJECTIVE
Looking for an opportunity in E-Commerce, Client Engagement/CRM or Digital transformation preferably in the Luxury Jewellery and Watch sector, or Fragrances and Cosmetics or Fashion and Accessories in Europe or Asia.

PROFESSIONAL EXPERIENCE

2022
DFS/La Samaritaine, Paris – ESSEC Field Project/Consulting Mission
- Devising a strategy to reinvent the Beauty Department
(2.5 months)

2017 – 2021
The PENINSULA Boutique, Guangzhou, China
(A luxury retail brand of the 5-star PENINSULA Hotel which is featured in Forbes Travel Guide)
Director of Marketing & E-Commerce
- Established Marketing and E-commerce departments as well as intra-corporate creative team.
- Managed a team of 10.
- Led the brand to fulfill China localization & digital transformation, and built customer loyalty programme/CRM system and E-Commerce Platform (Tmall, Wechat, Website) from scratch.
- Designed Client Engagement (Online+Offline) and Retail Digitalisation project (eg.O2O integration)
- Devised omnichannel strategies incl. sales, marketing and merchandising to ensure sales, profit, and market share (Increased sales by 30% YOY / Star product ranked #1 in the luxury category)
- Formulated E-Com strategies by optimizing KOL/KOC, SEM/SEO, Product mix, Campaign, PDP.

2016 – 2017
Little Star Brands Group, Guangzhou & Shanghai, China
(A premium kids’ Fashion Group which includes the Top 1 Chinese brand in babywear)
Senior Marketing Manager
- Managed all marketing aspects including omnichannel strategies that generated traffic & sales.
- Managed a team of 7.
- Designed live streaming model that led the brand became Tmall’s first Live Streaming brands.

2012 – 2015
Swatch Group - LONGINES, Guangzhou, China
Marketing Manager (South Region)
- Developed multi-functional marketing strategies for 13 markets (Increased sales by 20% YOY).
- Integrated digital tactics into online and offline campaigns to lead digital innovation.

2009 – 2012
Eternal Optical & Perfumery Ltd, Guangzhou & Hong Kong, China
(The largest exclusive distributor in the Fragrance industry with top tier luxury brands in China.)
Marketing Executive (HERMÉS and LOEWE Fragrances)
- Responsible for product launching and corresponding marketing plans, strategies & campaigns.
- Assisted with brand management (city expansion, sales strategy, data analysis, VM & Training).

2006 – 2009
BATA International, Guangzhou, China
Business Liaison
- Supported central merchandising, product development, organized fashion show & show room.

EDUCATION

2021 – 2022
ESSEC Business School, Paris, France
Global MBA with Major in Luxury Brand Management

2002 – 2006
Guangdong University of Business Studies
Bachelor of International Economics and Trade

LANGUAGES AND TECHNOLOGY

Languages
- Cantonese (native), Mandarin (native), English (fluent), French (basic)

Computer skills
- Advanced PPT, Advanced Excel, Word, Photoshop, Power BI

INTERESTS
- Art (Particularly Impressionism & Contemporary art), Sports (Pilates, Meditation), Animal welfare, Psychology, Music.
Sim Sim THING (Simmy)

Mail: simsim.thing@esse.edu
www.linkedin.com/in/sim-sim-thing

CAREER OBJECTIVE
To pursue a career in Luxury Wines & Spirits. Role in international project management, brand management or business development.

PROFESSIONAL EXPERIENCE

2022 Moët Hennessy, Paris – ESSEC Field Project/Consulting Mission
(2.5 months)
- Developing a comprehensive proposition - vision, strategy and business plan on entering luxury cocktail market

2022 DFS/La Samaritaine, Paris – ESSEC Retail Internship - Wines & Spirits Department
(1 week)
- Mastered the fundamentals of managing a point of sale and assisting clients

2016 – 2021 Four Seasons Hotel, Singapore
2019 – 2021 Food and Beverage Assistant Manager
Led a team of 10 at 130 seating Michelin-starred fine dining restaurant to provide memorable dining experience and gained leadership and people management skills
- Managed training calendar, operated training program, coached and evaluated team members
- Specialized in guest experience management; ensure all brand standards are executed

Orchestrated and planned day to day operational activities
- Supervised problem solving, handled guest complaints and requests; followed up with issues, feedback
- Organized promotional activities and special events; overlooked manpower and logistics

Streamlined profile database management system to strengthen guest recognition; maintained quality of data
- Segmented guest profiles to improve service customization and increase return rates

Developed reports and analysis to drive and maximize revenue, covers and achieve monthly targets
- Performed monthly profit and loss analysis, menu engineering, outlet performance analysis and strategized on relevant action plans and solutions

Executed reservation management; managed high volumes and amplified overall revenue and table occupancy rate
- Managed and improved yearly most profitable event by 20% in revenue and 20% in average check

2018 – 2019 Food and Beverage Manager in Training
- Appointed to initiate and execute training program for all food and beverage guest relation officers
- Nominated as part of the team to represent and facilitate Four Seasons “Evolve Project” aimed at communicating leadership and employee behaviours

2016 – 2018 Food and Beverage Guest Relation Officer
- Maximized outlets turnover, specialized on reservation & guest database management
- Prepared daily hotel reports for superiors and in charge of daily communication to team members

2015 – 2016 Apex Office Furniture Exporter, Malaysia (Family Business)
Manager in Training in Logistics Department and Human Resources Department
- Logistics: Managed both exports and local logistics for all orders, resolved day to day ad-hoc situations
- HR: In charge of communication with government for grants, levy, work permit application
- Observed and learned during senior board meetings; exposed to hows of a business

EDUCATION

2021 – 2022 ESSEC Business School, Paris, France
Global MBA with Major in Luxury Brand Management
- ESSEC Digital Week Competition Finalist - Moët Hennessy: Leveraging Metaverse and NFTs
- Winning team of L’Oréal Luxe Masterclass - Unique Media Advocacy Strategy for KIEHL’S

2011 – 2014 Swiss Hotel Management School, Leysin, Switzerland
Bachelor of Arts (B.A.) Honors, International Hospitality Management, 1st Division Second Class Honors

LANGUAGES AND TECHNOLOGY

Languages Mandarin, English, Cantonese, Malay (Advanced written and spoken), French (Basic, actively learning)

EXPERIENCES AND INTERESTS
- Wine & Spirit Education Trust (WSET) Level 2 Certified; BarSmarts Spirit &Mixology Course, Pernod Ricard, Certified
- World Vision Volunteering Trip to Zambia, Africa, 2019; Run for Hope Cancer Awareness Charity Volunteer, Singapore, 2019
GLOBAL MBA WITH MAJOR IN LUXURY BRAND MANAGEMENT

Ming YANG

Mail: jammy8023@gmail.com
www.linkedin.com/in/mingparis

CAREER OBJECTIVE
A Managerial position in Retail in the Luxury Jewellery & Watches industry in France or China.

PROFESSIONAL EXPERIENCE

2022
Audemars Piguet, Le Brassus, Switzerland – ESSEC Field Project/Consulting Mission
(3 months)
• Proposing strategic initiatives for future innovative partnership structures

2022
DFS/La Samaritaine, Paris – ESSEC Retail Internship - Jewellery & Watches Department
(1 week)
• Actively participated in the day-to-day running of the Bulgari and Tiffany stands and assisted international and local clients

2018 – 2021
Graff, Flagship Boutique, St Honoré, Paris, France
Executive Sales Associate
• Maintained key account clients by organizing various events and helping the team reach customers at different stages through brainstorming
• Bridged between Digital Marketing and Sales to enable new product launches and proposals
• Monitored boutique sales and stock status and fulfilled product needs by allocating goods from warehouse, procuring products both from local and overseas markets
• Prepared report on sales outcome, sales forecast, business analysis, and strategic plan
• Directed cross-functional teams to place special orders worth millions of euros for most distinguished clients
• Initiated peer coaching program in sales department, created training manuals, presentations and audio-visual tools, trained more than 5 sales associates on sales process

2013 – 2018
Cartier, Paris, France
Executive Sales Associate
• Analyzed weekly, monthly sales reports to identify opportunities and anticipate potential trends
• Managed interdepartmental relations pertaining to assigned accounts, including communications with accounting, operations, production, and design
• Created network among local private personal shopper for VVIP clients' distant sales, allowing international and local clients

2012 – 2013
Cartier, Beijing, China
Management Trainee
• Analyzed data for better stock coordination and in charge of inventory to allocate all collections
• Wrote and edited internal magazines to enrich companies' culture and communicate selling skills
• Took part in full 360-degree trainings on all managerial aspects of the retail business
• Coordinated functional teams to design retail commercial strategy according to Marketing Calendar

EDUCATION

2021 – 2022
ESSEC Business School, Paris, France
Global MBA with Major in Luxury Brand Management

2008 – 2012
Beijing International Studies University, Beijing, China
BA, Korean Language & Literature

2010 – 2011
Chung-Ang University, Seoul, Korea (Exchange Programme)
BA, Korean Language & Literature

LANGUAGES AND TECHNOLOGY

Languages
Mandarin (Native), English & French (Fluent ), Korean (Conversational), Japanese (Basic)

Computer skills
Microsoft Office, Power BI, Adobe Photoshop, Tableau, Google Analytics

INTERESTS
Painting, writing, travelling, film, hiking, volunteering
The content of this brochure is intended for informational purpose only, is subject to modification and is not legally binding.