



Juanita Cid

Marketing, Communications Director

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Languages

- Italian
- Spanish
- German
- English
- French

About

CREATION TO

BRANDS WORKED WITH

- CHANEL PARFUMS
- Coty
- La Perla Beauty
- LA VALLEE VILLAGE (VALUE RETAIL Group)
- PAYOT
- Thierry Mugler Parfums

Experience



● Chief Marketing Officer

La Perla Beauty | Apr 2020 - Now

- Creation, development and launch of a luxurious and sustainable fragrance and beauty house
- Strategic planning, digital-first awareness and acquisition strategy, 360° activations, CRM and editorial planning, content creation, influence & PR, events (on and offline), support to trade marketing and global expansion, business intelligence.
- Definition of organisation/profiles, recruitment and onboarding of the marketing team

YOUBOOX, (now Nextory), the French leading application for reading, Paris (10/2010 to 04/2020) & other start ups at different stages

● Communications Director (Interim)

LA VALLEE VILLAGE (VALUE RETAIL Group) | Apr 2010 - Sep 2010

- LA VALLEE VILLAGE (VALUE RETAIL Group), luxury fashion and lifestyle outlet village (04/2010 – 09/2010)
Communications Director (Interim management)
- Increase the awareness of La Vallée Village as THE savvy luxury shopper destination near Paris
 - Daily relationship with French and International press (pitches, interviews, press trips, events, shootings)
 - Media buying, influencer and brands events and partnerships
 - Management of the Village contemporary art gallery (artist selection, artworks curation, opening events)



● Director, Global Press Relations and Communications

Coty | Jun 2008 - Apr 2010

- (Balenciaga, Chloé, Cerruti, Chopard, Davidoff, Joop, Lagerfeld, Jil Sander, Vivienne Westwood fragrances)
- Recommendation and implementation of the brand portfolio communication strategies for launches and existing brands
 - Supervision of subsidiary communication activities
 - Direct relationship with licensors (validation, partnerships, reporting)



● Director, Global Marketing

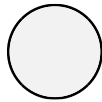
Coty | Jun 2002 - Jun 2008

- (JOOP! & Vivienne Westwood fragrances)
- Strategic management of the fragrances portfolio
 - Development and launch of female and male fragrances (10 in 6 years)
 - Direct relationship with licensors and designers
 - Expansion of the brand portfolio turnover to 120 millions US\$ (x2 in 6 years)

● Men Fragrances Manager, Global Marketing

Thierry Mugler Parfums | Sep 1999 - Jun 2002

- Development & launch of COLOGNE in collaboration with the fashion designer
- Re-launch of A.MEN: repackaging, new advertising campaign, product innovation



- **Product Manager, Global Marketing**

PAYOT | Sep 1994 - Sep 1999

- PAYOT global re-launch across 4 different beauty segments: skincare, body care, make up and sun care
- New brand positioning, packaging design, formulae, advertising campaign creation, media planning, PR
- Kick-off Ines de la Fressange fragrance licence

- **Marketing Coordinator, Global Marketing**

CHANEL PARFUMS | Jul 1993 - Sep 1994

Database of global cosmetics and fragrances legal labeling requirements for product managers

Education & Training

2010

- **(CELSA**

Communication Strategy and Planning, professional training,

1993

- **University of Marne La Vallée.**

Master II Innovation, Design and Luxury,

1992

- **University of Lyon**

Master's Degree in Foreign Applied Languages,

1989

- **University of Seville**

Spanish Literature, Sociology and Anthropology, Erasmus program,