



Eva Krajnovic

Marketing & Trade marketing expert - beauty , eyewear, watches

Paris, France

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Languages

- Croatian (Native)
- English (Fluent)
- Italian (Native)
- Spanish (Fluent)
- French (Work Proficiency)

About

I've been working for more than 10 years in Marketing & Trade in a retail cosmetic company. Currently I am responsible for global merchandising and category.

Leading the developmet process of in store POS-materials design and production in time and budget.

I manage the product assortment worldwide from visual & category point of view to maximize the results thanks to a deep knowledge about the purchasing path and consumer journey in store, across different countries, channels and markets.

I am managing the new stores opening worldwide (more than 200 stores in 5y) from merchandising point of view (direct operated stores, Franchising and other whs channels) for new concept development of POP & and SIS in collaboration with designers and construction team.

I have previous experience in product development (make up, fragrance & skin care), and also in different channels in companies at international level (retail with KIKO, in CASIO with selective clients and in a fast moving consumer goods market as L'OREAL - MAYBELLINE NY).

Team leader & people management: "alone we can do so little, togethet we can do so much".

BRANDS WORKED WITH

- Thélios
- KIKO MILANO
- CASIO International
- L'Oréal
- Index Spa
- H3G

Experience



● **Head of Trade Marketing EMEA**
Thélios | May 2023 - Now



● **Global Merchandising Coordinator**
KIKO MILANO | Jul 2017 - Jan 2022

New store openings coordination WW (DOS & Franchising)
Global assortments & layouts management
Displays & POP material development
Special projects management

● **Trade Marketing Manager**
CASIO International | Jul 2015 - Jul 2017

Watch division
Trade Marketing & Visual Merchandising for Italian mkt.



● **International Marketing Specialist & Product Development**
KIKO MILANO | May 2013 - Aug 2015

Export & new markets analysis. Local marketing focus group & reaserches coordinaton (EMEA & US).
Make up & skin care product development.



● **Junior Merchandising -Business Development**
L'Oréal | Oct 2012 - Apr 2013



- **Customer administration - credit recovery**

Index Spa | Apr 2010 - Sep 2011

- **Assistant Rf department**

H3G | Jan 2007 - Dec 2009

Education & Training

2010 - 2013 ● **Università degli Studi di Verona**

Master's degree,

2007 - 2010 ● **Università degli Studi di Verona**

Laurea in Economia e Commercio,