



Emilie Auvray

Brand Manager / Travel Retail Manager

Paris, France

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Links

[LinkedIn](#)

Languages

English (Fluent)

Spanish (Basic)

French (Native)

About

Sharing, inspiring, empowering are the core values which drive me in my job every-day. Evolving in a complex environment involving stakeholders such as brands, sales assistants and the operational team ; push me to challenge myself and widen my set of skills to continuously meet my assigned objectives with professionalism and thoroughness.

BRANDS WORKED WITH



Experience



● BRAND MANAGER

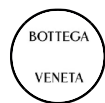
CELINE | Jul 2021 - Now

Celine operated by SDA (Société de Distribution Aéroportuaire) - J.V. Paris Aéroport & Lagardère Travel Retail
Working languages: French & English

Creation of a NEW Business model: Affiliation (mix of wholesale and stores directly operated by the brand > brand concept & sales tools property - HR & logistic operated by the supplier SDA)

Missions:

- Affiliation business model construction > project management with all departments including logistic, merchandising, stock management, operations, marketing, visual merch., security and safety, legal and accounting department
- Dedicated to the establishment, representation, global development & retail excellence in travel retail Operation of a full 360 marketing scope:
- Management of 7 stores (4 CELINE + 3 FENDI), including 6 openings > €16m turnover
- Retail architecture advisor for new stores openings in T2E Hall K + T2E Hall L + T2EM + T1
- Responsible for the company's image, codes and values
- Strategic planning definition and follow up aligned with brands expectations
- Operation & performance management
- Performance, competitors and trend analysis (weekly reporting of KPI's)
- Set up order revision with the merchandising department (sharing performance feedbacks)
- Logistical activities: stock management, purchasing support (supply/demand)
- Client marketing: customer loyalty / customer experience / customer service
- In charge of the merchandising linked to the brand's VM Team
- Transversal management of 36 Sales Assistants and 12 Managers
- In charge of the sales force recruitment, store induction and training
- Benchmark of competitors: newsletter shared with the team for a weekly fashion culture update



● BRAND MANAGER

Bottega Veneta | Aug 2018 - Jul 2021

Bottega Veneta operated by SDA (Société de Distribution Aéroportuaire) - J.V. Paris Aéroport et Lagardère Travel Retail
Working languages: French & English

Missions:

- Dedicated to the establishment, representation, global development & retail excellence in travel retail Operation of a full 360 marketing scope:
- Management of 5 stores including 2 openings > €5m turnover
- Retail architecture advisor for new stores openings in T2EK + T2EL + T1

- Responsible for the company's image, codes and values
- Strategic planning definition and follow up aligned with brands expectations
- Operation & performance Management
- Performance, competitors and trend analysis (weekly reporting of KPI's)
- Buying session participation in Milan (sharing performance feedbacks)
- Logistical activities: stock management, purchasing support (supply/demand)
- Client marketing: customer loyalty / customer experience / customer service
- In charge of the merchandising linked to the brand's VM Team
- Transversal management of 25 Sales Assistants and 5 Managers
- In charge of the sales force recruitment, store induction and training
- Benchmark of competitors: newsletter shared with the team for a weekly fashion culture update



● SENIOR PRODUCT MANAGER

Hallmark Cards | Mar 2017 - Apr 2018

Working languages: English & Spanish

Management of a €4m turnover business:

- Strategic and operational recommendations on the product portfolio
- Project management, from the developmental stage of product (launch) to the planning
- Project coordination (internally & externally), performance, competitors and trend analysis



● INTERNATIONAL OPERATIONAL MARKETING EXECUTIVE

Henkel | Dec 2014 - Mar 2017

Working languages: French & English

Cosmetic industry based in Algeria & Morocco

Management of a €4.5m turnover business:

- Sales force management and sales animation
- In charge of the sales force recruitment, store induction and training
- Transversal management of 30 Sales Assistants and 4 Managers
- Definition and implementation of the operational marketing action plan of the export area (annual budget \$700k on 400 references)
- Organisation of blogger events
- Product launch according to specifications of the market
- Weekly reporting of KPI's (sales, stocks, actions & sales promotions)
- Logistical activities: stock management, orders, expeditions, invoicing & quotations
- Business travel: 10 nights / month



● CUSTOMER RELATIONSHIP REFERENT

CHANEL | Jan 2014 - Jul 2014

Working languages: French & English

- Welcoming of the high end clientele in store
- Internal & external communication assistant
- Product promotions
- After sales support and service, distance selling (invoices, transport, payments),
- CITES and Washington convention documents



● COMMUNICATION OFFICER / RELATIONSHIP MANAGER

FashionTV | Oct 2011 - Mar 2012

Working languages: French & English

- Customer relationship referent
- Promotional strategy to moroccan designers « New trends » (organisation of media events, fashion shows...)



● FLIGHT ATTENDANT

Air France | Mar 2010 - Oct 2011

Working languages: French, English & Spanish
Civil aviation industry
Based in Paris Roissy CDG & Orly

● **IMPORT / EXPORT SALES FOCUS ON EUROPEAN MARKET**

M.Adris Enterprise Uk | Jun 2008 - Nov 2009

Working language: English

Fishing industry based in Manchester, UK

- Market development
- Trade relationship management
- Shipment management (INCOTERMS) focus to Europe EXPORT SALES

● **EXPORT SALES**

Freiremar | Jun 2007 - Apr 2008

Working languages : English, Spanish & French

Fishing industry based in Murcia, Spain

- Commercial missions