



Léa Ollivier

Im' looking for a marketing and communications job in fashion or design

Paris, France

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Languages

French (Native)

English (Work Proficiency)

Spanish (Basic)

About

Hello,
My name is Léa. After studying fashion design and marketing for 6 years, I worked for 3 years in a strategic fashion consultancy.
I'm looking for a job to take on new challenges in my professional career.
Let's talk about it!

BRANDS WORKED WITH

- Areas France
- Encaoua consulting
- Fédération Française du Prêt à Porter Féminin
- L'Agefi
- LeherpeurParis
- NellyRodi
- Peclers Paris
- SMCP – Sandro, Maje, Claudie Pierlot, De Fursac
- Studio Cena

Experience

Trend Forecaster & Brand Strategist

| Sep 2021 - Now



Strategic Planner & Brand strategist

Peclers Paris | Mar 2022 - May 2022

Prospective and emerging trends research:

- Understanding the socio-cultural context and identifying consumers' aspirations.
- Conceptualisation and drafting of the agency's major prospective reflections.
- Identification of socio-cultural signals
- Continuous monitoring of the agency's key sectors: fashion, design, beauty and lifestyle.
- Construction of customised presentations and conferences on current and future trends.

Brand strategy:

- Reflection, benchmarks and immersions in order to understand the challenges and objectives of our clients.
- Creation of recommendations for our clients: portraits of aspirational targets, brand platforms, brand activation levers, innovation territories.
- Creation of coherences and echoes between the brand strategy and the offer strategy of our clients, in partnership with the style teams.



Co-founder of Studio Cena

Studio Cena | Sep 2021 -

Creative tableware studio
From Pre-loved to Re-loved tableware.



Consumer trends & insights assistant

NellyRodi | Jan 2021 - Jul 2021

- Societal monitoring & prospective marketing-
- Permanent monitoring: socio-behavioural and marketing feed of Nelly-Rodi files
- Animation & reporting of internal 'Hot Topics' meetings
- Assistance in carrying out market studies, societal and sectoral monitoring- Retail, innovations & technologies

Insights & Strategic marketing expertise - Fashion, Beauty, Design, Food & Service
•Contribution of insights and marketing content to editions- Annual and seasonal issues

- Societal and sectoral studies
- Consulting projects
- Methodological reflection, implementation and operational follow-up of the folders
- Iconographic research and PPT/InDesign mock-ups
- Briefs participation for internal and freelance

● **Strategic Planner & Brand Strategist**

LeherpeurParis | Sep 2020 - Dec 2020

- Prospective research
- Qualitative studies
- Sectoral monitoring
- Zeitgeist
- Iconographic research

● **Sales assistant**

SMCP – Sandro, Maje, Claudie Pierlot, De Fursac | Jul 2019 - Aug 2019

Sales-

- Welcoming, accompanying and developing customer loyalty through adapted and personalised advice
- Development of sales performance

Merchandising-

- Maintaining the merchandising of the sales area
- Layout of the sales area and arrangement of the products according to the directives of the head office
- Inventory control

● **Innovation intelligence officer**

Encaoua consulting | Jan 2019 - Jun 2019

Curation & forecasting- Supply chain, eco-mobility and UX/UI

- Research report
- Synthesis articles
- Newsletter writing

● **Communication Officer**

Fédération Française du Prêt à Porter Féminin | Jan 2019 - Jul 2019

Print- Federation Magazine

- Briefing with the design and art direction agency PIC
- Coordination of photo shooting

Event- TRAFFIC trade fair

- Communication of the exhibition
- Management of supplier/sponsor relations
- Supervision of the trade fair conferences
- Organisation and coordination of afterworks and masterclasses

Digital-

- Launch campaign of the AGENDA MODE app
- Participation in the V2 brief of the AGENDA MODE application
- Management of the Wordpress back office of the pretaporter.com website
- Creation of monthly newsletters
- Community manager - Instagram/ Facebook/ Twitter/ LinkedIn

● **Event Sales Manager**

Areas France | Mar 2018 - Jun 2018

Sales- Event catering for trade fairs and conferences

The Grand Bal Masqué at the Château de Versailles - VivaTechnology - Foire de Paris - Paris Healthcare

- Development of commercial offers and briefing of customer requests
- Preparation of customer quotations
- Preparation of operating files and orders with service providers
- Preparing and sending invoicing elements to clients



- **Event project manager**

L'Agefi | Oct 2017 - Mar 2018

Events- Organisation of recruitment fairs specialised in finance

- Participant relationship manager
- Management of participants' registrations
- Management of relations with sponsor partners
- Management of relations with the various service providers (rental, hosts, creation)
- Management of guest speakers
- Logistical follow-up
- Post-event qualitative follow-up

Digital- WallFinance/ AGEFI Emploi

•Community manager - Facebook/ Twitter/ LinkedIn

Education & Training

2019 - 2021 ● **Universite de la Mode - Lyon**

Master Mode & Communication,

2018 - 2019 ● **Rostand - Roubaix**

FCIL Image et Communication de mode,

2017 - 2018 ● **Université Paris 13 - Paris**

Licence,

2015 - 2017 ● **La Calade - Marseille**

BTS Design de Mode, Textile et Environnement option Mode,

2012 - 2015 ● **Camille Claudel - Blois**

Baccalauréat,