



# Dauphine Garcin de Mayes

Sales/Merchandiser/Buyer

Paris, France

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## Languages

French (Native)

Spanish (Basic)

Italian (Basic)

English (Fluent)

## About

I have always been passionate about fashion, and always on the lookout for the latest trends. My ambition is to work in this field as close as possible to the product. I have experience in purchasing and sales, which has allowed me to develop my analytical sense, my strong product sensitivity, a talent for negotiation, a very good sense of interpersonal relations, but also a

### BRANDS WORKED WITH

Chalhoub Group

Samsung Electronics France

## Experience

### ● Key Account Manager in the storage

Samsung Electronics France | Jan 2021 - Jan 2022

Management of a portfolio of 10 clients (net sales 2021: 70M€): Fnac Darty, Boulanger, Amazon, Cdiscount...

- Weekly, monthly and annual tracking and reporting of sales, sell through and inventory
- Management of communication and promotional plans and pricing strategies for key accounts (coop, target price, selling price, margin management...)
- Customer relationship follow-up: quarterly update, daily follow-up, CPFR and events
- Analysis and synthesis of the market through GFK, of consumers through Dealabs and customer reviews, of statistics from our partners and of the different marketing supports (search, emailing, social networks...)
- Annual negotiation for framework contracts (PAF)
- Elaboration of monthly and annual business plans and action plans (promotions, highlighting, stocking)
- Competitive intelligence to develop the commercial strategy to follow



### ● Intern

Chalhoub Group | Jun 2018 - Jul 2018

- Analysis of brand performance and sales recommendations
- Purchase forecasting in relation with the marketing/merchandising team
- Participation in the management of the section managers
- Inventory and stock matching