



Diana Duprat

Marketing Manager

Geneva, Switzerland

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Languages

French (Fluent)

Vietnamese (Basic)

English (Native)

About

Dynamic Marketing Manager offering effective brand augmentation strategies across various media platforms to propel growth and achieve business objectives. Self-starter skilled in prioritising tasks, accurately executing multiple competing priorities, and adhering to time constraints effectively. Creative content strategist providing superior reporting functions and optimisation of software such as Microsoft Office and Photoshop, as well as social media platforms to enhance marketing campaign performance, document management, and operational procedures. Motivated innovator with a positive attitude possessing excellent communication skills to effectively collaborate with teams to achieve shared goals.

BRANDS WORKED WITH



Experience

Marketing Manager

Floatley LLC | Jul 2020 - Sep 2023

Develop and implement all marketing plans in relations to advertising promotions, public relations, events and new product development. Identify RP angles and manage media pitching. Create and launch promotional online activities. Manage photoshoot and video shoot to promote brand image. Collaborate with bloggers and KOLs. Work on graphic designs to maintain a consistent brand image. Create content to support a comprehensive strategy and assure content excellence for marketing channel (Facebook, Instagram, websites, E-Shop and eDM). Manage weekly product-focused content for Instagram and Facebook to inspire audience and drive sales and engagement. Controlled annual budget for campaign photography and video shoots to perform within financial constraints.

Boosted Instagram following from 200 to 2k followers 2



Assistant Marketing Manager

6IXTY8IGHT | Nov 2017 - Sep 2019

Developed Social Media calendar and managed weekly product-focused content for LinkedIn, Instagram and Facebook to inspire audience and drive sales and engagement. Upheld brand values and direction throughout all marketing materials and content. Reviewed all English content and promotional materials, product descriptions, and monthly blogs to ensure accuracy of information. Controlled annual budget for e-commerce photography, creative flat-lay, and video shoots to perform within financial constraints.

Boosted Instagram following from 80K to 155k followers, increasing audience by 67k followers at a 76% rate of fan growth.

Led Breast Cancer Awareness Walk to actively enable company's participation in community upliftment programmes and boost brand image.



Global Merchandising Assistant

DFS Group | Feb 2015 - Sep 2017

Oversaw 20+ store operations to streamline logistics pertaining to product defects, uniform, in-store packaging, and store training. Directed marketing initiatives to boost sales for business. Evaluated sales figures, trends, regional variations, and analysed customer requirements and purchasing behaviour to accurately forecast future sales and stock requirements.

Demonstrated effective account management with direct brands teams to support million-dollar portfolios including Gucci, Bottega Veneta, Balenciaga, YSL, Longchamp, Michael Kors, Tory Burch, and Marc Jacobs.



● **Regional CRM & Communications Assistant**

Marc Jacobs | Nov 2012 - Jan 2015

Spearheaded creative direction of reports for New York Headquarters on South East Asia's marketing plan and event proposals. Developed strategies with local partners in APAC and effectively covered 10 regional markets within guideline constraints. Provided key support towards creative production and press relations during SS15 press event with MbMJ's creative director, Katie Hillier, in Hong Kong & Korea.

Coordinated with external creative agencies to organise successful PR and brand experience for 2013 Pharrell William x MbMJ's collaboration BLOHK Party (music festival) in Hong Kong.

Generated total sales of US\$ 16k (+322% vs YoY) for MbMJ Korea's VIC styling event through enhancement of MbMJ brand experience for all new store launch events in APAC.



● **Retail Sales Stylist**

Diesel | May 2011 - Aug 2012



● **Senior PR & Communication Intern**

Thai Nguyen Atelier | Feb 2011 - Aug 2012

Researched and created promotional material, media kits, and press releases to elevate brand exposure. Maintained high level quality of marketing materials to streamline document management. Established positive relationships with external medias and stylists in Hollywood to broaden industry networks.



● **Retail Sales Manager**

Bath & Body Works | Jun 2009 - May 2011

Education & Training

2020 - 2020

● **Squared Online**

Certification, Digital Marketing

2011 - 2012

● **California State University**

Undergrad, Mass Communication (undergrad,

2006 - 2010

● **Orange Coast College**

Associates, Associate Degree in Art

2006 - 2010

● **Orange Coast College**

Associates, Associates in Science