



# Anita Ehui

Luxury Brand Management  
Consultant Specialized in Mer-  
chandising and Digital

Paris, France

[View profile on Dweet](#)

## Links

[LinkedIn](#)

## Languages

French (Basic)

English (Native)

## About

Innovative freelance consultant with +8 years of experience in e-merchandising, e-commerce and strategy. Specialised in project management and brand partnerships with global luxury companies.

### BRANDS WORKED WITH

- Biotherm
- ELLE Canada
- Hudson's Bay
- Lancôme
- Louis Vuitton
- Saks Fifth Avenue

## Experience



### Ebusiness Project Manager

Lancôme | Jan 2023 - Oct 2023

Led direct-to-consumer differentiation strategy of all international web-sites. Advanced activation of new ecommerce identity and elevated mobile journey. Provided competitive benchmarks, recommendations and guidelines. Analysed site and business performance and key metrics.



### Project Manager

Louis Vuitton | Jan 2022 - Dec 2022

Launched the LV x Nike AF1 sneaker collaboration. Led project across departments (digital, comms, PR, IT, legal, retail) Strategised and executed VIC and ecommerce plan for worldwide markets. Tracked project risks, progress, sales, client insights and cross-selling. Exceeded sales targets and created demand in high-end retailing.



### ESSEC Graduate Digital Consultant

Biotherm | Apr 2021 - Sep 2021

Developed an e-commerce acceleration plan to recruit new digital consumers for Biotherm as Project Lead. Collected and analysed data to benchmark competitor positioning. Identified local influencer partnerships. Proposed relevant activations to meet business needs.



### Beauty & Fragrance Buyer (Assistant)

Hudson's Bay | Jan 2016 - Dec 2019

Oversaw assortment plan of 91 national stores earning \$15M in Q2 2018. Managed marketing spend of +\$1M for print, digital and social campaigns. Launched Tobi Tobin and Acqua di Parma fragrances in flagship stores. Monitored inventory deliveries, increasing warehouse fulfilment by 25%.



### E-commerce Product Supervisor

Hudson's Bay | Dec 2016 - Jan 2018

Managed onboard of new beauty & handbags products for thebay.com. Coordinated product launches, email marketing & campaigns for online.



### Brand Ambassador

Saks Fifth Avenue | Jan 2016 - Dec 2016

Built a client base of +150 VIC (top clients) through CRM strategy. Generated \$500k in sales within 10 months of store launch. Achieved sales targets, created sales reports and quarterly forecasts.



### Editorial Assistant

ELLE Canada | Jan 2015 - Nov 2015

Produced high traffic web and print content circulated to 1.8M readers. Liaised with PR agencies, writers and brands for editorial credits. Created fashion & beauty content and image sourced for shopping pages.

## Education & Training

---

2020 - 2021 ● **ESSEC Business School**  
Master of Business Administration,

2009 - 2013 ● **Carleton University**  
Bachelor of Arts,