



Melissa Allard

Global Digital Consultant (E-Business, E-commerce, E-Retail, Marketplace, CRM, E-RP, Social Media, Influence...) for Luxury Area

Paris, France

[Portfolio link](#)

[Portfolio file](#)

[View profile on Dweet](#)

Links

[LinkedIn](#)

Languages

French (Native)

English (Fluent)

About

Expertises :

- Secteurs: Art de vivre/ Art de la table, beauté, gastronomie, lifestyle, luxe, mode, vins & spiritueux

- Domaines: digital 360 marché Français & international (e-crm, social media, e-business/ e-commerce/ e-retail, e-rp) & RP & Editorial

BRANDS WORKED WITH

Avenue Montaigne Guide

Catherine Miran PR Agency

CHANEL

Groupe Marie Claire

Kazeco

la Colline International

Lagardère Active

Swatch Group

Tapis Rouge

Education & Training

2015 - 2017 ● **MBA ESG**

ESG Luxe: Master of Business Administration (MBA), International luxury brand management

2014 - 2015 ● **ISEFAC Bachelor, école de management, commerce, marketing et communication**

Bachelor of Luxury Marketing & Communication Management, Communication marketing et management du luxe

2012 - 2014 ● **Institut Supérieur Européen de Gestion**

Pole Marketing & communication school: Management, Marketing et Communication, TD Luxe (marketing et communication digitale & relations presse)