



# Rawane Sleiman

Cheffe de Produit Maroquinerie  
Marketing et Design

Paris, France

[View profile on Dweet](#)

## Links

[LinkedIn](#)

## Languages

English (Work Proficiency)

French (Work Proficiency)

Arabic (Native)

## About

Cheffe de Produit Maroquinerie  
Marketing et Design

6 ans d'expérience dans la maroquinerie : développement produit en relationnel client (du design à la réalisation), sélection de collection de chaussure auprès d'artisans ;  
suivi d'un Master spécialisé en Management et Marketing des marques luxes à l'EmLyon business school

### BRANDS WORKED WITH



## Experience



### ● Client Relationship Manager

Communisis | Jun 2021 - Sep 2023

For Home care, fabric care and health care



### ● Global Merchandising Project Manager

Coty | Feb 2020 - Apr 2020

Contributed to the implementation of the permanent merchandising guidelines for Gucci Perfume & cosmetics, maintaining a proper brand representation, and optimizing the shopper experience for + 30 POS (Point of sale)

- Collaborated with worldwide markets in developing, validating, and implementing local projects (reviewing TD and 3D renders), according to local needs, in compliance with Gucci global guidelines
- Partnered with Trade Marketing, Marketing, and Purchase teams to align and apply projects within the 360° strategy
- Supported in merchandising guidelines deployment for worldwide markets to implement the global strategy and ensure the success of product launches
- Supervised global production items following a standardized quality and defined budget



### ● Global Merchandising assistant

Coty | Aug 2019 - Jan 2020

Participated in developing temporary & permanent global merchandising guidelines for Bottega Veneta, Chloe, Lacoste, and MIUMIU Perfume and skincare

- Enhanced guidelines by teaming-up with Marketing and design agencies to ensure best application of the 360° strategy
- Identified best practices on the markets to develop Global Success Models via competitive intelligence, competitors benchmark, materials research, and fairs & store visits
- Contributed to 3 perfume pillar and 1 skincare launches
- Co-organized 1 internal event with the collaboration of the cross-branding team, marketing, studio, and suppliers making sure to deliver on time with the best brand image representation for all 4 brands



### ● In company project as junior consultant

Un Jour Ailleurs | Apr 2019 - Jun 2019

Studied and developed the market strategy implementation of the brand in the Chinese market

- Led market research, competitive benchmarking, and studied local distribution channels
- Conducted surveys to better understand the Chinese consumer

- Proposed recommendations and action plan to the brand's CEO and the program director - on different distribution channels



- **Design thinking methodology**

Neopreneur | Jun 2017 - Aug 2017

Participated in a Design Thinking workshop with the aim to build a strategy on "Strengthening The Cultural Community in The City of Byblos" (Lebanon). Applied the design research model that consists of three phases: Inspiration, Ideation, and Implementation in a social innovation project for Neopreneur.



- **Project Manager - Furniture Solution Advisor**

casafekra | May 2016 - Nov 2016

Took part in the development of furniture design and execution drawings, for several public spaces (pubs & restaurants chain), in Lebanon, Dubai, and Qatar

- Collaborated with manufacturers, suppliers, and different departments to ensure continuity of work and on-time delivery
- Supervised furniture installation on-site following developed floor plans
- Prepared bill of quantities (BOQ) and specifications
- Coached an intern through a summer internship program

- **Founder**

Rawane Sleiman | Sep 2015 - Aug 2018

(RAWANE SLEIMAN is no longer operational due to my permanent move to France) Led all processes of the brand management and the product development. Set the brand & marketing strategy and the business model, with no initial funding. Management: Strategy & operations

- Lead all processes from developing a concept design to a finalized product, using the "saddle-stitching" technique.
- Piloted one-on-one client meetings identifying their needs and propose adapted solutions, leading to authentic relationship and customer loyalty.
- Selected and negotiated skin prices with suppliers respecting the client's budget, ecological aspect, and quality. Digital Marketing
- Setup of digital marketing platforms (web site (rawane-sleiman.com) & Social Media: Instagram, Facebook, and Twitter - @rawane.sleiman).
- Supervised photo shooting sessions with the photographer.
- Prepared social media posts: the selection of pictures, writing of the captions, and hashtags by creating storytelling adapted to the targeted audience, leading to the growth of client acquisition and brand exposure image
- Set posting schedule and followed up on all social media platforms' evolution, hence, increased the brand's online presence
- Analyzed competitors' social platforms. Achievements
- Designed, Executed, and Delivered +200 leather items (wallets, holders, bags, backpacks).
- Produced and handed over 1500 embossed leather bracelets in 1 week, supplying an international event hosted in Lebanon.
- Created coherent collections for the artist's exhibition held in Byblos.

- **Senior Key Account Manager for Estee Lauder companies at TAG**

tag world wide | Sep 2023 - Mar 2024