



Zoé Jouan

Branding & Marketing Strategist / Copy Writer

Paris, France

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Languages

French (Native)

English (Fluent)

About

Zoé in a few words...

After completing a Business & Management bachelor's degree at ISG and a master's in communication and fashion design at IED Madrid, I strengthened my skills in communication, marketing, and branding first in a consulting agency specializing in new fashion talents and then in an e-commerce start-up.

For the last two years, I've been working with companies in the food, human resources, and wellness industries through consulting missions to develop their brand image, a 360° marketing experience or to create their storytelling through articles, newsletters, and much more!

I know how to be creative and suggest new communication means, for example with this brand I help in the development of its podcast by defining its target, finding its name and visual identity, finding guests, writing interviews, and editing the episodes. In short, I offer a complete service "from scratch" from the idea to the launch.

I am passionate about branding and the creation of a brand's image and story. I accompany my clients in the following areas

- Defining your brand's DNA by defining your values, goals, and value proposition.
- Creating the name of the brand and the products.
- Creating and writing the brand's narrative (a brand is above all a story!).
- Defining your targets and customer types.
- Establish your position and what makes you different by identifying your direct and indirect competitors, using recognized SWOT and PEST methods.
- Work on your brand's message and your visual identity.
- Print and web content copywriting: Articles, Newsletter, Blog, Slogans, Catch-phrases,...

A little more about me...

My years spent since early childhood in the United Arab Emirates, Canada, and Spain have allowed me to open up to other cultures and to develop my ability to adapt quickly to very different environments and ways of working. I know how to adapt quickly, understand the different needs of each person and act in a foreign land.

I like to evolve and work in environments that have ecological and sociological values, respect women, and trust their employees!

Now that you know more about me, let's go beyond words and meet!

BRANDS WORKED WITH

- Agence M & K
- Altavia Foundation
- Cartier
- Chew Choose
- Glamonyou
- Glg (Gerson Lehrman Group)
- Looksokool - My-Minimi
- PERCKO

Experience

● Branding strategist / Podcast co-creator and coordinator

Chew Choose | Mar 2022 - Now

Leading the project in rebranding the company by analyzing our market, creating our new buyer's persona, redefining our communication strat-

egy, and launching a new website.

Working on our upcoming podcast 'Digest with ChewChoose' by reaching out to potential guests, drafting the interviews, and editing the episodes on Descript.

Drafting articles about nutrition, well-being, and environmental issues for our website.

- **Copy writer**

Altavia Foundation | May 2021 - Now

- Wrote hundreds of job sheets and articles for Altavia Foundation : <https://microco.com/>



- **Marketing and clients relations**

PERCKO | Oct 2020 - May 2021

Daily interactions with our clients to understand and respond to their needs

Built a strategy and designed a roadmap to improve the customer's experience both in terms of marketing and communication.

Optimized our marketing strategy through technological tools.

Led the deployment of a chatbot service to optimize our customer's experience

Worked on improving our e-commerce website to make the customer's experience as enjoyable as possible.

Created a community of health experts that chose to represent us in front of their patients.

- **Assistante de développement marketing et commercial spécialisé dans des marques de luxe/mode**

Agence M & K | Sep 2019 - Oct 2020

Visual conception and organization of our showroom for our brands, coordinated and assisted buyers' meetings, worked on comparative brand studies and benchmarks to advice designers on their brands growth.- Coordinated meetings between designers and buyers.

- **Assistante chef de projet**

Looksokool - My-Minimi | Jun 2016 - Jul 2016

- **Assistante directeur de recherche**

Glg (Gerson Lehrman Group) | Jul 2013 - Aug 2013

Réussites: Gestion et maintien de la base de données des clients, gestion des budgets dépenses Compétences développées : le système de saisie des données de l'entreprise, gestion de la base des données.

- **Assistante chef de produit**

Glamonyou | Nov 2012 - Nov 2012

Réussites: Conduite de l'inventaire et mise à jour des registres de stock. Compétences développées : Organisation d'une TPE, compétences informatiques améliorées (utilisation d'Excel MS).



- **Assistant chef de produit - Joaillerie et Maroquinerie**

Cartier | Feb 2011 - Feb 2011

Réussites : Assistance du gestionnaire montres, accessoires de marque dans la préparation finale du catalogue de produits, classification et mise à jour de la base de données des certificats gemmes. Compétences développées : Compréhension de la culture d'entreprise et de son organisation et sa stratégie de vente à travers des discussions proactives avec la direction de l'entreprise

Education & Training

2018 - 2019

- **Istituto Europeo di Design**

Masters degree, Master's degree, Communications and Fashion Styling

2015 - 2018

● **Institut Supérieur de Gestion**

bachelor's degree, Bachelor of Science in Business Management