



Christina Schmitt

Head of communications / Luxury, Art, Beauty, Industry Communications, Strategy, Brands, Licences / International

Grand Paris, France

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Languages

English (Native)

French (Native)

Italian (Basic)

Spanish (Fluent)

About

My business expertise and my knowledge of the sectors of luxury, fashion, beauty/cosmetics, industry, retail, and now Art allow me to deploy a strong ability to adapt to different universes. Quadrilingual (FR, EN, SP, IT), my multicultural expertise is an asset for international projects but also local. My 360° strategic vision / communications expertise, creativity, as well as my managerial and analytical skills lead me to meet ambitious challenges.

-360° strategic vision

-Expertise in the communications fields : strategy, events, PR/Influence, brand content, image

-Sectors: Art, luxury, fashion, beauty, industry, retail

-Budget management

-Brand strategy & communication

-Management of change

-Management of multicultural teams & personalities

-Quadrilingual

BRANDS WORKED WITH

Condé Nast

Coty

Dragon Rouge

Galerie Dutko

L'Oréal

Madame Figaro - Figaro

Paris Venise Design - Interbrand

Puig

Experience



● Director of sales & Customer relations, Artists liaison

Galerie Dutko | Feb 2022 - Now



● Global PR & Influencer Marketing Director

Coty | Nov 2016 - Feb 2018

In charge of worldwide PR & IM strategies for Gucci, Hugo Boss, Jil Sander, Escada & Joop! / Alexander McQueen, Balenciaga / Burberry (EMEA, North America, Latham, APAC)

-Conduct of global communication strategies and plans for PR/social/digital campaigns including content creation & storytelling, in relation with the marketing departments and Fashion Houses

-Management of the transition of ex.Procter & Gamble Galleria brands & Burberry within Coty: New Coty IM model, business processes, teams integration, new definition of the PR strategy, brand relaunching...

-Management of a total budget of 4.5M€

-Coordination of public relations/social media and production agencies (publishing & events)

-Direct management of team recruitment based on identified needs per brand



● International Communications Director - Valentino Parfums

Puig | Oct 2010 - Dec 2015

In charge of the definition & implementation of the brand's worldwide communication/PR strategy (EMEA, North America, Latam, Apac)

-Lead of the worldwide launch of the new licence "Valentino Parfums" in relation with the marketing department and Maison Valentino (CD - Maria Grazia Chiuri & Pier Paolo Piccioli)

-Definition and implementation of the brand's worldwide communication/PR strategy (EMEA, North America, Latam, Apac) and of its 1st two fragrance lines (Valentina & Valentino Uomo/Donna):

>Managed 20 local PR managers and supervised their initiatives (strategy, events, press & social media actions)

>Determined communication fundamentals: message, language and image

>Defined and implemented launch communication/PR plans

- >Created brand/product PR tools (press kits, PR websites, platforms, guidelines, Q&As, films, visuals, speeches)
- >Organized international press/influencers events which included brand/fragrance presentations, gala dinners/balls & Valentino couture Ateliers visits
- >Selected, negotiated and signed contracts with external partners
- >Negotiated editorial masterpieces, managed spokespersons: Valentino Creative Directors, CEOs, perfumers & testimonials
- Animation of Valentino internal communication: PR seminars, fashion & fragrance news, presentations, best press clippings reports...



- **International Senior Communications Manager - Armany Beauty**

L'Oréal | Jun 2007 - Oct 2010

In charge of the definition & implementation of worldwide communication/PR plans in line with budget

- Definition and implementation of worldwide communication/PR plans (26 markets)
- Launched the beauty brand on new markets (China, Denmark, Portugal, Czech Republic, Greece) & the 1st skincare line Crema Nera along with new makeup launches, in collaboration with the marketing department, scientific laboratories & Giorgio Armani Spa :
- Created PR tools (press kits, releases & visuals) & guidelines for local PR launches/events
- Organised international (3), local (25) brand/product press events & Makeup Master classes (10)
- Handled beauty backstage communication (storytelling, images, press relations)
- Managed brand ambassadors
- Animated Giorgio Armani internal communication: PR seminars, fashion & beauty news, presentations...



- **International Communications Manager / Biotherm**

L'Oréal | Apr 2006 - Jun 2007

In charge of the implementation of worldwide communication/PR plans

- Implementation of worldwide communication/PR plans in relation with the marketing department and scientific laboratories
- Organized international press events in France, Monaco & Asia
- Supervised press trips at Monaco laboratories for European & Asian editors
- Created PR tools (press kits, releases & visuals/films) & guidelines for local product launches/PR initiatives



- **Luxury Division Development & Project Manager**

Dragon Rouge | Jan 2006 - Apr 2006

- Prospected new clients (India, Sweden), presented agency, answered call tenders
- Defined brand strategies, inducted competitive & market analysis
- Coordinated & developed L'Oréal Professionnel & Colgate Palmolive accounts

- **Communications & Events Consultant**

| Jan 2005 - Jan 2006

- Organised events for T-Mobile

- **Senior Project Manager**

Paris Venise Design - Interbrand | Jan 2002 - Jan 2005

- Coordinated & developed accounts such as Maître Kanter & Foster's (Brasseries Kronenbourg) / Soupline, Ajax & Tahiti (Colgate Palmolive), Haci Sakir & Palmolive (CP Turkey) / Etam / Bahlsen / Rémy Martin / Michelin
- Handled client/agency interface, budget, recommendations, analysis
- Wrote concepts & claims, press releases on agency projects

- **Editorial Coordinator & Assistant to an Editor in Chief**

Madame Figaro - Figaro | Jan 2001 - Jan 2002

- Managed & coordinated the « Lifestyle » pages - fashion, interior design, travelling, sports...
- Handled the interface between the artistic department, journalists and editors
- Wrote, ordered & proof-read articles, organised layouts with photographs & illustrations



- **Editorial & Advertising/Promotions Assistant (New York)**

Condé Nast | Jan 2000 - Jan 2001

Vogue, Gourmet, The New Yorker, Condé Nast Traveller, Mademoiselle, Self, Lucky, Wired & Condé Net

- Fact-checked articles
- Researched for editorial content, thematics & illustrations
- Placed print orders and selected photographs for editorial features, liaised with domestic & international agents

Education & Training

1997 - 1997

- **Instituto de Formación Empresarial**

Diploma of Spanish Language & Culture, delivered by the Chamber of Commerce of Madrid,

1996 - 1999

- **NEGOCIA - Centre international de formation à la vente et à la négociation commerciale**

Master in Business, Marketing,