



Nicolas Patrouillault

Communication, E-Business Consultant & Digital Project Manager | Fashion & Beauty industry | WEB3 Enthusiast

Paris, France

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Languages

English (Fluent)

French (Native)

About

Self-made with passion.

With six years in the fashion industry, I specialize in innovative marketing strategy development, e-commerce optimization and digital communication. I have a strong background in digital project release and management, content creation, e-commerce management and brand development through innovative creative ideas.

Contact: patrouillault.n@gmail.com

BRANDS WORKED WITH

De Bonne Facture

Inditex

Lacoste

Mary Katrantzou

Stores.ai

Yiqing Yin

Experience

Digital Project Manager & AI Creative Producer

Stores.ai | Feb 2023 - Now

As an AI creative producer based in Paris, I specialize in the beauty and fashion industry, leveraging my 6 years of experience working for leading fashion and beauty companies. I create unique AI content and focus on improving the user experience for major brands.



E-commerce, Marketing and Digital Communication Project Manager

De Bonne Facture | Nov 2018 - Oct 2022

E-COMMERCE & DIGITAL MARKETING

- Increased online sales by +60% in France and internationally, by gaining an understanding of the sustainable fashion market.

- Daily E-commerce operations management (back and front office) : product sheets, online order management, stock management and optimization, E-Merchandising, etc. in close collaboration with all service providers (Warehouse, suppliers, production team, etc.) in order to successfully complete projects and optimize operations.

- Carrying out regression tests (TNR) of the brand's website (adjustments and priority processing via the agile method). Ongoing monitoring and testing of key features.

- Management and development of the marketing and digital animation plans

- Management and optimization of the E-CRM database and conversion rate.

- Management all marketing channels, including social media, email campaigns, etc.

- Managing a team of 2 members.

DIGITAL COMMUNICATION & IMAGE

- Head of Image & Communication within a 360° approach.

- Creation of all visual content (Pre-production / Production / Post-production). Management of all photo shoots (lookbooks / image campaigns / social media content / commercial campaigns / editorial campaigns) according to the brand's image strategy.

- Development of a detailed communication plan for each season.

- In charge of all graphic design for the brand's social networks (Social-media, E-mailing, Web, Prints, ..).

Voir moins



E-commerce manager

De Bonne Facture | Oct 2016 - Nov 2018

Two year apprenticeship as e-commerce and digital marketing manager.



● **Graphic Designer Assistant**

Mary Katrantzou | Oct 2014 - Apr 2015

Assisting the print team:

- Print production.
- Graphic design.
- Print repeat creation.
- Assist with daily tasks throughout the department.



● **Fashion Designer Assistant**

Yiqing Yin | Sep 2014 - Oct 2014

Assist the studio team

- sewing
- cutting
- drawing



● **Vendeur**

Inditex | Dec 2013 - Jul 2014

Vente.

Service clients.

Gestion du stock.



● **Assistant de studio**

Lacoste | Apr 2011 - May 2011

Aide et développement de la collection Lacoste Active:

- esquisses
- recherches et inspirations.

Education & Training

2016 - 2018 ● **IIM - Institut de l'internet et du multimédia**

Master Responsable e-business,

2015 - 2016 ● **ESCEN Ecole Supérieure de Commerce et d'Economie Numérique**

Bachelor's degree Web-marketing,

2010 - 2013 ● **Institut supérieur d'Architecture 'Saint-Luc' de Wallonie - Site de Tournai**

Bachelor of Arts (B.A.),