



# Fleur Forget

Marketing Manager

Paris, France

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## Links

[LinkedIn](#) [Instagram](#)

## Languages

French (Fluent)

German (Fluent)

English (Fluent)

## About

- I'm trilingual - French, English, German - and a graduate with a Master 2 in International Marketing with a focus on Cosmetics and Perfumes. This Master 2 is a tripartite degree issued by ISIPCA, ESSEC and the University of Cergy-Pontoise.
- I worked in the marketing development department of beautiful Houses.
- Big traveller, sportive, passionate by the universe of perfumes and cosmetics.

I invite you to run an eye over my profile and to contact me: fleurforget7@gmail.com

Sincere anticipated thanks for your attention and your kindness.

### BRANDS WORKED WITH

- Association Ypb - Young Professionals In Beauty
- Interparfums
- Le Point
- Puig
- Puig - Christian Louboutin Beauté
- Rufus Paris.
- Shiseido Emea - Narciso Rodriguez
- Thalgo Group - Laboratoires Novexpert

## Experience



- **Product Development Manager - Montblanc**  
Interparfums | Jul 2022 - Now  
Development of the fragrances of the House Montblanc. Creation of a new feminine fragrance; responsible for the promotional plan; in charge of the BATs meetings; realization of the training kit; writing of the PR texts; Organising the shootings and taking care of the visuals for the communication campaign.
- **Marketing and Business Development Manager**  
Thalgo Group - Laboratoires Novexpert | Jan 2021 - Now  
o Conception of products, PR and social media communication, development of the sell-out
- **Communication Manager Volunteer**  
Association Ypb - Young Professionals In Beauty | Jan 2020 - Jun 2022  
o Animation of social medias, redaction of articles and responsible for interviews
- **Product Manager Assistant - Makeup**  
Puig - Christian Louboutin Beauté | Feb 2020 - Jul 2020  
o Development of the entire makeup range o Internal contest: with my team we won the best Nina Ricci perfume development
- **Product Manager / Business Development Manager - Fashion**  
Rufus Paris. | Apr 2018 - Dec 2019  
o Development of the collections: products, tissues, designs and shootings o Business development: sell-out, prospection and merchandising
- **Product Manager Assistant - Fragrance and Cosmetics**  
Shiseido Emea - Narciso Rodriguez | Jun 2018 - Jul 2019  
o Development of the feminine / masculine new perfumes and derivative products



- **Advertising Manager - Media**

Le Point | Sep 2016 - Mar 2018

- Responsible for the commercial partnership between Le Point and Havas



- **Junior Product Manager - Fragrance**

Puig | Feb 2014 - Jul 2014

- Development of the fragrances GOOD GIRL and 212 VIP

## Education & Training

2018 - 2019

- **ESSEC / ISIPCA**

Master 2, Master in Marketing of Perfume and Cosmetics

2012 - 2015

- **ISC Paris Business School**

Master 2, Master in Management and Marketing of Luxury Industries

2008 - 2010

- **INSEEC - SUP DE PUB**

Bachelor, Technical University Degree in Company Communications