



Camille Koulla

Passionate & authentic. Looking for my next challenge as a Business Development Manager preferably within APAC region.

📍 Paris, France

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Languages

English (Fluent)

Spanish (Basic)

French (Native)

Chinese (Work Proficiency)

About

3 years of hands-on experience in Global Sales and Business Development within fast-paced environments both in France & Taiwan. Adept at networking, conducting business introductions to C-level executives as well as nurturing business relationships mainly in the luxury, fashion and H&B industries.

BRANDS WORKED WITH

Alibaba Group

Camille Vost - Premium Leather Handbags

Elie Top - Fine Jewelry

eTAIL Agency - E-commerce TP

French Chamber of Commerce in Taiwan

Experience



● Key Account Manager - Fashion Category

Alibaba Group | Apr 2022 - Dec 2022

- Built the Fashion category strategy on the FR market for the Group's new ecommerce platform (Miravia)
- Managed a portfolio of +250 sellers, pitched & followed-up +50 key brands from mass-market to luxury
- Collaborated with platform ops, tech, logistics and third-parties to support Miravia's development, onboard sellers and improve their capabilities
- Coordinated KA operation plan with marketing teams by negotiating with sellers relevant local selection, price and visibility on the ES market
- Managed 1-2 BPO assistants

● Sales and Business Development Executive

eTAIL Agency - E-commerce TP | Mar 2021 - Apr 2022

- Acquisition of global B2B clients for support on EU & CN market-places/social media (Amazon, CDiscount, WeChat, RED, Weibo, Tmall, JD.com etc.) Main categories : Beauty & Health, Home & Living
- Managed the entire sales process : commercial presentations, negotiations and closing
- Implemented a B2B multi-channel prospecting strategy
- Managed & trained 2 BPO Assistants

● Sales and Marketing Manager

Camille Vost - Premium Leather Handbags | Jun 2020 - Mar 2021

- Developed global B2B & B2C operations through retail & online channels in EMEA & APAC
- Sales & Ops : customer order & supply chain management, conformity check, PDP management, sellin/sell-out analysis
- Marketing & PR : website copywriting, PR & event management, social media communication
- Supervised 1 Intern

● Sales and Operations Manager Assistant

Elie Top - Fine Jewelry | Sep 2019 - Mar 2020

- Monitored online activity of the partners' network 8 online retailers in Western Europe and the US
- Implemented retail & wholesale partnerships with luxury hotels, malls, art exhibitions and online retailers
- Led Operational Marketing & Sales : PDP management & optimization, sales monitoring & export admin

- PR Management : Organisation of 5 events & partnerships with celebrities/VIP clients

● **Communication & Events Project Manager**

French Chamber of Commerce in Taiwan | Feb 2019 - Aug 2019

- Created, organised and supervised 12 events in 6 months up to 500 guests gala, seminars, conferences, etc.
- Designed and promoted communication media
- Planned, sent, managed RSVP & assisted to sponsorship operations
- Managed 200 memberships and coordinated 3 projects with the sales & HR department