



# Charlotte Cumin

Marketing Strategist

Aix-en-Provence, France

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## Links

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

## Languages

English (Fluent)

French (Native)

Portuguese (Work Proficiency)

Spanish (Work Proficiency)

## About

Are you looking for a Branding and marketing expert ?

I help you design strategies and campaigns to your image, by combining my skills in marketing and communication, as well as ethics and consumer psychology. In each of my project, creativity, respect and ethos are at the heart of each of my reflections, in order to offer activations in total agreement with your values!

My areas of expertise :

- Marketing campaign:

USP, big idea, 5 pillars of any campaign (communication, PR, SM, e-commerce, in-store)

- Project management :

ideation, partner contact, implementation of activations, operational...

- Market research :

analysis of trends, competitors, brand positioning, insights...

- Marketing strategy :

market analysis, consumer psychology, offer definition, pricing...

BRANDS WORKED WITH

Energie Fruit

Estée Lauder

LVMH

VINCI Autoroutes

## Experience

### ● Brand Manager

Energie Fruit | Jun 2020 - Aug 2021

Product Development

- Following of the products' development (R&D, pack...)
- Conception of the marketing mix
- Competitive & trends intelligence

Strategy

- Conception of the marketing plan (campaigns and launch activations)
- Design of the new brand identity
- Creation of e-marketing content (e-shop, retailers..)
- Management of the PR plan with the agency



### ● Product Manager

Estée Lauder | Jul 2019 - Dec 2019

Operational marketing

- Participation to the 360° marketing campaigns ideation, management
- Creation of marketing tools brief, management, distribution
- KPIs tracking & performance analysis

Trade Marketing & Merchandising

- Merchandising implementation & management creations, distribution, maintenance
- Coordination, implementations of trade animations
- Management of POS launches organization, tracking, analysis



### ● Marketing project manager

VINCI Autoroutes | Jan 2019 - Mar 2019

Operational marketing & Events

- Event planning & logistic
- Creation of marketing strategy & tools portfolio, explanatory leaflets
- Performance analysis & strategic intelligence



- **Communication assistant**

LVMH | Jan 2018 - Jun 2018

Digital

- Writing of product sheets & articles
- Update & website animations

Communication

- Writing & creation of 360° tools    press kit, leaflets...
- Management of 6 projects & team coordination
- Competitive intelligence & benchmarking

## Education & Training

2021 - 2024 ● **Faculté d'Aix-en-Provence**

Bachelor's degree, Psychology

2018 - 2019 ● **IAE Aix-en-Provence**

MSc Marketing and Brand Management, Marketing and Brand Management

2014 - 2018 ● **INSEEC**

Bachelor in Business Administration, International Business and Marketing