



Pauline Du- mouchel

Digital Marketing Manager |
Fluent in French, English and
Chinese

📍 92100 Boulogne-Billancourt,
France

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Links

[LinkedIn](#)

Languages

French (Native)

English (Fluent)

Chinese (Fluent)

About

I'm currently looking for a position in Digital Marketing in France or abroad.

I have nearly two years' experience in digital marketing, acquired with Vivienne Diamant and Yellow Korner.

I've lived in London, Shanghai, Taipei and Paris, making it easy for me to adapt to any environment.

My previous managers have appreciated my rigour, curiosity and writing skills. I'm fluent in French, English and Chinese, and I'm always willing to put forward new ideas for projects.

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BRANDS WORKED WITH

CANAL+ Group

Jimmy Choo

Printemps

Vivienne Diamant

YellowKorner

Experience

● Digital Marketing and PR Manager

Vivienne Diamant | Jul 2022 - Aug 2023

- Monitored the budget for the opening of two VD Shops
- Organised events, contacted and hosted the influencers
- Definition of keywords for the website's SEO referencing
- Analysed campaign data (KPI's)
- Managed the social medias (Instagram)



● Digital Project Manager

CANAL+ Group | Jan 2023 - Jul 2023

- Monthly Excel reports on upcoming releases (films, series)
- Redesign for Studiocanal's internal website (design, navigation)
- Support for festival preparations (MIPTV, Cannes Festival)
- Protection of content through action against pirate sites and social networks



● CRM and Digital Project Manager

YellowKorner | Jan 2021 - Jul 2021

- Supervision of commercial operations from start to finish
- Creation of newsletters and articles for the Zeinberg blog
- Posting on digital platforms (Instagram, Facebook)
- Creation of marketing visuals on Photoshop
- Customer management through the after-sales service



● Licensing and Marketing Intern

Jimmy Choo | Jan 2020 - Jun 2020

This position is the key link between Jimmy Choo and External Partners such as Licensees, collaborating Brands and Individuals, and responsible for exploring potential Business Development opportunities.

I have :

- created marketing support on Powerpoint to present the new accessory collections
- carried out a competitor analysis and a price map (300 products)
- conducted an analysis of demand and market trends
- supported the launch of Jimmy Choo's first make-up collection 'Seduction Collection'



● Hostess at International Detax

Printemps | May 2018 - Jul 2018

- Tax exemption: welcome Chinese-speaking customers, guide them and explain in Mandarin how to use the tax exemption machines
- Guide service: check, correct and scan the guide cards of Chinese groups; work requiring rigor and efficiency.

Education & Training

- 2021 - 2022 ● **Fudan University**
World Economy Master Degree,
- 2017 - 2022 ● **ESSCA**
Master's degree,
- 2010 - 2017 ● **High School Jean de La Fontaine**
Bachelor Degree,