



Muriel Lapeyre

business Director

Paris, France

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Languages

French

Spanish

English

About

5+ YEARS OF EXPERIENCE IN LUXURY, BEAUTY & FASHION BRANDS WORKING

BRANDS WORKED WITH

ANAÏS PARIS AGENCY / MIXTE MAGAZINE

Australie

FRED & FARIS

McCann Paris / Beauty Team

McDonald's France & Europe

Publicis London

THE BANK London

Vichy Cosmetics International (L'Oréal Group)

Experience

BUSINESS DIRECTOR

ANAÏS PARIS AGENCY / MIXTE MAGAZINE | Sep 2016 - Oct 2018

<http://anaisparis.fr/>

<http://www.mixtemagazine.com>

BUSINESSDIRECTOR

-From September 2016 - October 2018

Managingintegrated communication campaigns for fashion, beauty and luxury brands such as Longchamp, Van Cleef & Arpels, Roger Vivier, L'Oréal, LVMH Brand, etc

Managingbrand content operation for Mixte Magazine (high-fashion French magazine)

Generatingnew business opportunities for both agency and magazine

SENIOR ACCOUNT DIRECTOR

THE BANK London | Mar 2015 - Aug 2016

PERONI(Premium Beer), LUMENE (Skincare and Make-up Brand), New Business

Brandstrategy and global advertising campaigns (TV, print, digital)

Ensuringpositive growth, profitability and long-term relationship with clients

Team management

SENIOR ACCOUNT DIRECTOR

Publicis London | Jan 2014 - Jul 2014

GarnierUK (L'Oréal Group)

Brandstrategy and advertising campaigns (TV, print, digital) for the UK market

Managinga team of 3 people

GROUP ACCOUNT DIRECTOR

FRED & FARIS | Jul 2013 - Jan 2014

Headof Luxury, Fashion & Beauty Department

Workingfor L'Oréal Luxe (Diesel, Cacharel), LVMH (Guerlain), Interparfums (Parfums Montblanc), Puig, La Redoute (e-shop), Morgan

Brandstrategy and advertising campaigns (TV, print, digital, social media)

INTERNATIONAL ACCOUNT DIRECTOR

Vichy Cosmetics International (L'Oréal Group) | Apr 2011 - Jun 2013

Brandstrategy and advertising campaigns worldwide (TV, print, digital)

Settingup the international coordination within TBWA Network (51 countries)

- McDonald's France & Europe | May 2005 - Mar 2011

- **ACCOUNT MANAGER**

Australie | Jan 2002 - Apr 2005

- **BUSINESS LEAD MAKE-UP & SKINCARE**

McCann Paris / Beauty Team | Nov 2018 - Now

Strategicand operational lead of Skincare and Make-up 360° global campaigns

Ensuringgrowth, profitability, and long-term relationship with clients

Managinga team of 6 people

Leadingthe Vogue Non-Issue Project – Award winner project in Cannes Lions (Gold and Silver) and Grand Prix Strategies du Luxe 2019

Education & Training

2001

- **ESC Lille Business School**

Master of Management,