



Manuella Le-bresne

Marketing digital & project Manager

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Languages

- Spanish
- English
- Russian
- French

About

Project

BRANDS WORKED WITH

- Alès Group
- Give Back Beauty
- Hong Kong French Theater Festival Association
- Kaviari HK - Luxury Food
- SHISEIDO
- Smotri
- Social Builder

Experience



● Salesforce consultant

Social Builder | Nov 2022 - Apr 2023

& Cognizant France - Salesforce Authorized Training Partner. 2 Salesforce certifications: ADX201 Administrator & ADX251 Sales Cloud Consultant (April 2023). Business needs analysis, CRM processes translation, draft of specifications. Consulting solution design, integration customer & user needs. Participation in CRM deployment, user training. Agile method: monitoring change management. Pre-sale process, POC implementation, project planning, recommendations.



● International Trade Marketing Manager

Give Back Beauty | Jan 2022 - Jul 2022

New licensing agreement signed in December 2021. Job creation - brand takeover: main contact with Estee Lauder NY for the contractual transition period (6 months). Brand assessment & tools recovery: marketing, communication, image, digital, merchandising, training & sales. Go-to-Market tool kit for distributors & subsidiaries launch. Data analysis, reporting tool (Power BI) on sales history (sell-in) & sales prices (SRP) wholesale & retail. Training (internal, distributors, partners).

● Regional Brand Director

Alès Group | Apr 2019 - Jun 2020

600 doors - 16 distributors -12 countries - 2 subsidiaries HK & Singapore Define global marketing, sales, training strategies for the asian markets. Develop 360 guidelines, tools & local implementation follow up. Acceleration of digital & E-com (30 sites) content, emailing, social media Organise launch event, seminar, networking events with local teams Development partnerships, identify new business opportunities: Tmall launch China (budgetx3, 2021), TV home shopping Korea (budgetx2, 2021). Decoding consumer insights & market data to anticipate trends Support distributors with registration processw with HQ coordination. Reporting & analysis: forecast POSM, presentations for annual budget, brand review, consumer trends, best practice. Report to GM Asia. Team of 4 people: marketing, digital, training.

● Marketing Manager

Kaviari HK - Luxury Food | Jun 2017 - Mar 2019

Distribution for restaurants, hotels & clubs Job creation. Execution of marketing strategy. Go to Market BtoB & BtoC: new visual identity, local tools (pack, catalogue, leaflet). Development partnership, press event, training. Launch of e-com platform BtoC : Content creation (SEO agency) - improve organic search & increase traffic: +30%/year, 30-40% TO in 3 years. Google Ads & social media campaign creation (agency) to improve the brand awareness and increase database : x2 contacts. Implementation of Loyalty program, Clic & Collect, gift offers, newsletters. Report to GM. Recruitment team of 2 people.

● Communication Manager

Hong Kong French Theater Festival Association | Sep 2015 - Jun 2016

1300 guests on 5 shows - 900 students trained. 55 000€ donation "Pour Un Sourire d'Enfants" Association (Cambodia).

Volunteering. Construction & execution communication plan (audience engagement). Partnership development with consulate, AEFÉ, UFE, Alliance Française, international schools, local press. Sponsorship negotiation to increase donations.

● Marketing Director

Smotri | Jun 2012 - Dec 2014

32 POS - 15 countries - New investors: new concept store +10
Monitoring new free access store concept & point of sales opening: marketing, merchandising, training & communication between retail team (sales consultant, store manager) and medical team (doctor & master). Develop premium 'clinical store' strategy (co-project with Essilor) to offer an excellent customer experience: diagnostic, material, service & follow up; (5 flagships: +22%, panier moyen:+30%) Creation of a brand book (brand identity, assets) to new partnerships. Assortment, loyalty program, website optimisation: brand segmentation by store/collection/season, product content, emailing campaign, newsletter. Negotiation of promotional offer with Luxottica, Safilo, J&J. Optic fair Team reorganisation marketing & training, team of 6 people.



● Senior Brand Manager

SHISEIDO | Jul 2000 - Jul 2010

Shiseido group - Perfume: Issey Miyake, Jean Paul Gaultier, Narciso Rodriguez - BtoB - 450M€ TO - 500 people - 3000 doors Travel Retail (6 years) - Europe (2 years) - France (2 years)

Definition, execution of marketing strategy, marketing plans adaptation. Development & adaptation of trade marketing offers & tools in coordination with support services (creation, merchandising, training, media, PR, logistic), markets (subsidiary, distributor, operator) & partners (design, event agency). Organise launch & press event, TFWA exhibition (Cannes & Singapore), Beauty Consultant european seminar. Sales team animation: quarterly sell in & sell out meeting (30 people). Analyse & report: forecast POSM, budget A&P, brand review, best practice, consumer insights & competitor studies. Top 5: 2004-2006, Top 20: 2006-2010, BU profit TR 70%.