

Laura Guillermin

Communications & Digital Director

Paris, France

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Languages

- English (Work Proficiency)
- French (Native)
- Italian (Native)

About

Global Marketing and Communication Director International leader with more than 20 years of experience in consulting or in house, member of the CODIR, working for designers, family brands, groups, or Private Equity funds Ability to work in an intercultural environment, international markets. (Italy, England, United States, Middle East, Asia) Construction and management of marketing and communication strategies, CRM, digital, events, image, advertising/media In-depth knowledge of the luxury, fashion, jewelry, premium consumer goods (beauty, spirits, food) markets March 2018

BRANDS WORKED WITH

- Bureau Novum
- Cacharel
- Cerruti - Li & Fung Limited (Hk)
- Hopscotch
- I&e Burson Masteller Consultants
- Paule Ka - Change Capital (Private Equity)
- Point Virgule Media Relations
- Zmirov Communication

Experience

● Founder and CEO - Brand advisory

Bureau Novum | Jan 2018 - Now

Brands & Clients Ø ARTHUS BERTRAND: Brand platform and new Marketing and communication strategy. Contents and image direction. Digital strategy (SMA, SMO, Advertising) Ø LAH Paris - sustainable jewelry brand. Marketing and Communication strategy Ø MATHON Paris Jewelry - global marketing and communication director Ø DAWEI STUDIO - Chinese design based in Paris, womenswear label part of the French Fashion Council: global company consultancy, general manager Ø ICICLE Fashion Group - Chinese fashion group: Marketing and Communication strategy for the Parisian launch of the brand. Team audit and organization. Launch of Icycle social network in Europe. Ø Carven - PR campaign: global action plan set up and press management for the ICICLE Takeover on Sept 2018 Ø By Fang : Chinese fashion brand : Global brand consulting, Marketing and communication strategy. Recruitment, management et coordination of the international creative team (3 persons). Ø Ingie Paris - Chalhoub group: Marketing & Communication director (Interim management 6 months) Others

● International Global Director of Communication

Paule Ka - Change Capital (Private Equity) | Jun 2015 - Nov 2017

Marketing and Image. Executive Board's member Ø Overall responsible for the entire communication, press and marketing organization. This includes the brand DNA and universe, responsible of developing and promoting new visual identity in close cooperation with CEO, Commercial and Creative teams Ø Marketing & PR: Responsible for marketing campaigns, concept, planning, execution, budget Ø Events: Responsible for press day, press launching, fashion show PFW, trunk show, clients' events instore, charity events...) Ø Digital: In collaboration with e-commerce team, responsible and curator for digital brand contents through web site of the brand and social networks. Ø VIP and Product placement: Influencers strategy, management end campaigns Ø Image & Advertising: In close collaboration with Creative team : responsible for all shootings (pre and post production, art buying and talents managements, castings...) Ø Publishing: client's catalogues (digital and printed), Newsletters

● World Wide Global Director of Communications and Press Relations

Cerruti - Li & Fung Limited (Hk) | Oct 2011 - May 2015

Executive Board's member. Press Relations ØDesign and management of global corporate communication strategies ØManagement and coordination of press service and external press services (Karla Otto) ØIn charge of the artistic director's image and reputation ØManagement of CEO Image and communication ØManagement of corporate and crisis com-

munication External Licensing ØCollaboration with licensing department Director, management, and coordination of licensed companies'external communication strategy. (15 licensees for the Cerruti 1881 and the 18CRR81 Cerruti brands) International environment and culture (Greater China, Europe, America, Meddle East) Team managed: 4 persons Annual budget: 2,2M€



- **World Wide Director of Communications and Press Relations**

Cacharel | Jan 2009 - Sep 2011

ØIn charge of global communication strategy of the brand in France and abroad ØPR and VIP: Press service in house + Press agencies (London, NY and Japan) ØEvent: Fashion show (PFW) Trunk show, Press day, Client's event in store, Charity Event ØImage /Creation: advertising campaign and media plan ØDigital: launching of Cacharel.fr, Set up of social network for the House (Facebook and Twitter) ØManagement and follow-up of relations with other brand licensees: L'Oréal, AEFEE Group, Christian Bernard Bijoux ØCorporate communication.



- **Deputy General Director**

Zmirov Communication | Sep 2007 - Dec 2008

65 consumer brands including fashion, luxury, art and lifestyle Poiray, Maison Morganne Bello, Converse, Aigle, Napapijri Groupe VF, Dr Martens, Havaianas, Asics, Groupe Slaur, Groupe Boisset, Groupe Brown Forman, LOU, Eurovet... ØGlobal management of the Agency, clients' business (65 Brands) and internal team (28 persons) ØConsolidation and commercial development of existing client portfolios ØDevelopment and management of the corporate department ØAnnual budget managed: 1,2M€



- **Account Director Manager, brands & consumer department**

Hopscotch | Jan 2006 - Jan 2007

Budgets: Danone Eaux France, Grand Marnier, The Sucre directive, Heidrick & Struggles, Keljob.fr ØManagement and development of brand communication strategy across all contracts ØConsultant supervision and follow-up (four people), in charge of client relations ØParticipation in competition and new business development, strategic plan ØUpdating and adjusting of budgets, follow up; in charge of external relations

- **senior media consultant**

I&e Burson Masteller Consultants | Jan 2005 - Jan 2006

ØSenior Manager PR for Michel Edouard Leclerc and for the E.Leclerc Centres ØSenior Manager PR for Boeing France ØParticipation in strategic recommendations for other clients within the agency: NIVEA, EDF, Veuve Clicquot ...

- **Senior media account manager and press officer**

Point Virgule Media Relations | Jan 2000 - Jan 2005

Budgets: Mauboussin, Aubercy, LG, Le Greffe Commercial Tribunal in Paris, Lycos, NetClub ØDevelopment of public and press relations ØAdvice and follow-up of client budgets ØForging of partnerships in relation to customer requirements to ensure maximum impact of communication strategy