



Lia Alejo

Chief Marketing Officer | Fashion, Luxury, Beauty | Ex-LVMH, P&G, Coty

Paris, France

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Languages

English (Native)

French (Basic)

Italian (Basic)

Tagalog (Fluent)

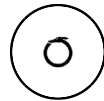
About

13 years of marketing experience, specialized in digital-centric marketing and 360° communications across global, regional, local scopes; managing diverse teams; and leading brand launch and repositioning strategies in fashion, beauty and luxury.

BRANDS WORKED WITH



Experience



● Chief Marketing Officer

Trussardi | Jun 2021 - Oct 2023



● Head of Global Marketing, Media and Digital Communications

KENZO | Sep 2019 - May 2021



● Global Digital Director, Gucci Beauty

Coty | Jan 2018 - Aug 2019



● Brand Manager, Gucci Beauty China

Coty | Oct 2016 - Dec 2017



● Regional Brand Manager, Gucci Fragrances (Asia Pacific)

Procter & Gamble | May 2014 - Sep 2016



● Global Assistant Brand Manager, SK-II

Procter & Gamble | Jun 2011 - May 2014

Education & Training

2010 - 2010

● Singapore Management University

Temasek Foundation Singapore Scholarship for International Business Leadership,

2006 - 2010

● De La Salle University

Bachelor's Degree in Commerce,