



Jacopo Tronzano

MSc Merchandising & Buying - Marangoni.

Searching permanent contract starting March 2023 as Merchandiser / Business Analyst

Paris, France

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Languages

French (Native)

Spanish (Fluent)

English (Work Proficiency)

Italian (Native)

About

6 years total working experience.
Changed career path in 2020 to work in the fashion industry.
Attended Master in Merchandising and Buying at Marangoni.
Post-master's internship as Business Analyst Wholesale EMEA for Givenchy.

BRANDS WORKED WITH



Experience



● Client Strategy Consultant (CDI)

Heuritech | Jan 2019 - Dec 2020

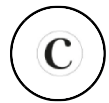
- Leading and closing of B2B contracts (200K€+) with luxury and fashion brands
- Implementing of CCS & growth-hacking solutions
- Definition of value proposition
- Co-writing business case for London Business School



● Business developer (CDI)

ManoMano | Mar 2018 - Oct 2018

- Development of Italian market
- Negotiation of B2B catalogues online, pricing and marginality
- Optimization of B2B partners sell-through



● Customer advisor (CDI)

Le Collectionist | Jan 2017 - Feb 2018

- B2C prospecting and sales (25K€ average weekly villa rentals)
- Evolution of real estate offering in Southern France and Italy
- Commercial & administrative daily follow-up

● Business Developer (stage)

Aëdle, | Jun 2016 - Dec 2016

- B2B prospecting and sales
- Attendance of B2B fairs
- Maintaining of commercial relationships with distribution channels



● Business Analyst Wholesale EMEA

Givenchy | Sep 2021 - Mar 2023

- Monthly collection performance reporting
- Monthly and weekly reporting of key accounts performance
- Sales assistance and order confirmation during showroom
- Tools: SAP, QLIK, Buyingboard, RetailerScan