



# Lorraine Bodart

Strategic Marketing and Client Relations Expert with International Experience

📍 Paris, France

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## Links

 [LinkedIn](#)

## Languages

English (Native)

French (Native)

Russian (Basic)

Spanish (Basic)

## About

Energetic and committed, I am a business professional seeking a role where my proven abilities in driving performance, building strategic initiatives and nurturing client relationships can contribute to organisational success. I bring a steadfast commitment to excellence, consistently achieving high-caliber outcomes through a blend of innovation, strategic thinking, and a willingness to go above and beyond. My proactive approach and adaptable nature, underscored by my European and American background, foster a diverse, inclusive perspective that enhances business strategy, service delivery and client engagement.

### BRANDS WORKED WITH

Yolé

New Era Cap

IE University

## Experience



### ● Marketing Executive

Yolé | Aug 2023 - Now

- \* Manage, organize, and lead department meetings and communications with 15 global franchises.
- \* Oversee strategy development, marketing audits, and financial/operating results on a monthly basis.
- \* Ensure alignment of all stakeholders with developed strategies.
- \* Provide support to franchises pre- and post-store opening, ensuring brand excellence.
- \* Navigate and manage multiple time zones and cultural nuances across 5 continents.



### ● Licensed Marketing Intern

New Era Cap | Jun 2023 - Aug 2023

During my internship at New Era Cap, I supported the Licensed Marketing Team with essential tasks. My role involved analysing competitors, helping to understand and distill the strategies of industry leaders for our team's benefit.

I contributed to the development of strategic planning materials and the creation of player profile documents, which aided in improving sales tracking and market understanding.

My involvement in catalog preparation and photoshoots provided me with practical experience in visual marketing and brand representation.

In the digital marketing space, I engaged in researching organic social strategies and assisted in social media tracking and benchmarking. This included identifying impactful content creators to enhance our online presence.

I also supported the monitoring of community engagement, managing grid requests, and contributing to high-level social reporting, which helped in fine-tuning our social media strategies.

In addition to coordinating photo samples and assisting brand ambassadors, I played a role in crafting presentations that communicated our brand's vision effectively.



### ● Marketing and Sustainability Intern

Yolé | Feb 2023 - Jul 2023

As a member of Yolé's Marketing team, I've orchestrated impactful marketing activations and successfully executed global store openings. By delivering Monthly Marketing Updates, I've kept stakeholders aligned, while Monthly Marketing Audits have driven continuous strategy enhancement.

Managing vital MEMO communications and leading Marketing Kick-Off

Meetings with New Master Franchises, I've ensured effective collaboration across our global network. Moreover, I've championed ongoing marketing and sustainability projects, including significant 6-month campaigns, while contributing to social media strategy and content curation.

My proactive approach to innovation shines through in brainstorming sessions where I introduce new ideas. These accomplishments underscore my commitment to driving brand excellence and achieving remarkable outcomes.



#### ● **Marketing Intern**

IE University | Jul 2022 - Dec 2022

In my internship, I engaged in content management and social media marketing, contributing to team projects and enhancing our online presence. My role included preparing presentations and reports for weekly team meetings, where we discussed new ideas and strategies.

I supported the marketing team in organising and covering university events, such as South Summit 21 and IE DAY, ensuring smooth execution of our marketing plans. My involvement included assisting in market analysis and research on competitors, providing insights to help refine our strategies.

Additionally, I performed various administrative tasks daily, aiding in the smooth running of the marketing department. I also had the opportunity to assist in marketing and advertising promotional activities, contributing to the implementation and tracking of our campaigns.

## **Education & Training**

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### 2020 - 2024 ● **IE Business School**

Bachelor of Business Administration - BBA,

### 2016 - 2020 ● **International Bilingual School of Provence**

International Baccalauréat,