



Marion Bablot

Brand Director (360 marketing, digital, communication)
| Brand Consultant (fashion, beauty, wellness, art of living)

Paris, France

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Languages

Italian (Work Proficiency)

French (Fluent)

Spanish (Work Proficiency)

English (Work Proficiency)

About

With a + 20 year experience as a Brand / Marketing & Communication Director and a strong track record in developing retail, D2C and wholesale, I undertake brand strategy and 360 deployment, thanks to clear vision, pluridisciplinary skills, operational drive and great teams.

My lifestyle and luxury background allow me to embrace and refresh brand DNA with flair and agility. Interacting with comex, sales teams, creatives and digital native talents, I operate at international and market level.

I care at keeping learning and developing performing teams while focusing on user centric, innovative, ROI driven and conscious business mindset.

Build a start up from scratch, with choices to make, digital focus and achievement of turnover + profitability, grew my drivers: shape desirable brands, engage with product, storytelling and consumer experience, and make it happen.

EXPERIENCE: L'Oréal (6 years in Communication) Princesse tam.tam (10 years in Marketing), Bonpoint (1 year in Communication), Nina Ricci Parfums (9 years in Digital and Communication), bangle up (2013-2018 in Brand as cofounder), brand nomad (1 year 1/2), Embryolisse (since mid 2022).

Graduated master in management ESCP Business School, La LUISS, CELSA Continuous learning IFM, Google, HEC Management.
4 languages French, English, Spanish, Italian

SKILLS

BRAND STRATEGY: brand platform | (re)positioning | 360 activation | KPI monitoring | consumer studies

IMAGE: advertising | image direction | visual identity | edition | brand content | writing | heritage | in house studio

MARKETING: omnichannel operational marketing | visual merchandising | media-planning | CRM | loyalty program | consumer service

DIGITAL: transformation | media | native advertising | marketing | influence | etail | ebusiness | social media | community management

COMMUNICATION: PR | ePR | celebrities | events & fairs | collaborations | internal communications | heritage | change management | crisis management

INTERNATIONAL COORDINATION: worldwide roll out | go to market activation

TEAM: recruitment | restructuration | management | development

CONSULTING

TEACHING

MENTORING (French Poupon, 2019)

Passion for quotes, writing, dance, pilates, yoga, walk
Also voice over, brand consultant & face yoga teacher.

Thanks for viewing my profile. Open for conversations.

BRANDS WORKED WITH

bangle up

Bonpoint

Laboratoires Embryolisse

L'Oréal

Nina Ricci

Princesse tam.tam

Experience

- **Brand Strategist & Entrepreneur**

| Jan 2021 - Dec 2022

BRAND NOMAD : global branding consulting X new business + 360 activation/ideation + skills transfer + writing/image building | fashion, beauty, art of living, wellness brands | platforms for new business (since 2011): Yoga by Mao, Monette Paris, Rhodes & Brousse, bangle up, Vestiaire Voyageur, L'Ecole Graphiplus, Akko, mSublime and more

FACE YOGA ENTREPRENEUR: IG@thefaceballet | certified teacher (French + International, 3 certifications since 2019 | online, private, camp and corporate sessions.



- **Co-founder and brand director**

bangle up | Sep 2013 - Dec 2018

DNVB set up from jewel concept to launch in november 2014, up to next level | Brand creation | Image direction & Product development (7 collections, drop, collabs and limited editions) until 2018 (selected by BPI in accelerator program 2019) | Ebusiness set up | Marketing, digital and communication deployment | 1 resource management.



- **International Digital and Communication Director France**

Nina Ricci | Jul 2011 - Dec 2020

Head of communication and digital strategy & activation for Nina, L'Ex-tase, L'Air du Temps pillars | PR transformation | Digital turnaround with focus on millennials and gen Z | 360 content factory set up (owned, earned, paid) | Nina Rouge global campaign | Etail | International coordination | Go to market strategy | Team recruitment and reshape | 10 people management | Fashion bridge



- **International Marketing and Communications Director**

Bonpoint | Sep 2010 - Mar 2011

Global marketing, digital, communications for children apparel and future skincare line | In house graphic studio drive | NYC second flagship opening event plan.



- **Marketing & Communications Director**

Princesse tam.tam | Jul 2000 - Jul 2010

Brand platform monitoring leading to 360 repositioning | Strategic and operational drive for corsetry, swimwear & nightwear | Head of Image, new visual identity & advertising, PR, operational marketing, visual merchandising, CRM, loyalty and digital | retail and ww wholesale distribution | Launch of ebusiness ranking 1st POS year 2 | « Undress like a Princesse » ad | 15 people team management | Close collaboration with studio and sales | Double digit growth per year.



- **Communications Manager**

L'Oréal | May 1994 - Jul 2010

Corporate Communications Manager

1997-2000 : Corporate publications editor in chief. 1996 group annual report lead.

1994-1997 : Corporate 1st intranet webmaster.



- **Head of Digital and Communication**

Laboratoires Embryolisse | Jun 2022 - Now

French pharmacy skincare since 1950 - Strategic and operational - brand rebranding April 2023 | Platform and international activation guidelines | Image, identity, advertising, media, CRM off/on, PR, MUA, Influence, Social Media | 360 monitoring for France | FR e-business unit responsibility | handling global content + in house studio.

Prix d'Excellence Beauté Marie Claire 2024 - Award Rebranding Cosmétique Mag 2023

Education & Training

- 1991 - 1992 ● **CELSA**
DESS, Communications
- 1991 - 1991 ● **IFM**
Short program, partnership with ESCP
- 1988 - 1991 ● **ESCP Business School**
Master in management, marketing