

Karine ben Sous-san

Digital, Marketing and eCommerce Director

📍 London, UK

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Languages

French (Fluent)

English (Work Proficiency)

About

Karine is a Senior Director of Digital, Marketing and eCommerce with many years of experiences in those fields along a long experience as journalist and reporter for access and prime time talk shows. Karine is passionate about retail, ecommerce, medias, images, videos. She is very details, goal-driven and results-oriented with a proven ability to plan, develop and execute marketing and communication initiatives to drive acquisition, engagement, sales, branding and development. Karine has the strong ability to think outside the box of traditional marketing channels to inspire, influence and stimulate consumer behavior

BRANDS WORKED WITH

BeesTalks

Chutt.Com

Orveda

Soleil Sucre, Decs Group

Experience



● CONSULTANT PUBLIC RELATIONS, COMMUNICATION AND MARKETING STRATEGIES AND RETAIL DEVELOPMENT

BeesTalks | Mar 2022 - Now

stimulate consumer behavior BEESTALKS Since March 2022 France, UK, Dubai Fashion, Services & Cosmetics.

- Development of the marketing, communication, public relations, and e-commerce strategy.
- Implementation of strategies to achieve the objectives set.
- Support for founders, CEO, and internal teams on their retail deployment (off-line).
- Supervision of the founders, CEO, and internal teams on public speaking (interviews, internal, social networks).
- Supervision of partnerships and collaborations.
- Preparation of internal and external events.
- Retail and eRetail launches
- Launch of Brands.
- Ideation and conceptualisation of new projects.
- Design and implementation of business plan.

● JOURNALIST, REPORTER

| Jan 2006

MAIN STREAMS 1995 – 2006 France, Belgium Media Investigations and reports

- Endemol: "Passé Retrouvé" with Véronique Mounier, M6. "Moment de Vérités" with Laurent Boyer, M6. "Et si ça vous arrivait" with Stéphane Joly, TF1. "Plein les Yeux" with Jacques Legros and Carole Rousseau, TF1.
- Be happy production: "Fallait y Penser" with Jean Luc Reichman, France 2. "Ça me révolte" with Bernard de la Villadière M6.
- TF1: Unit Pascale Breugnot: "Perdu de Vue", with Jacques Pradel.
- Talk Television production: Talk show "Evelyne" with Evelyne Thomas,
- Starling production: TF1. "Laurence" with Laurence Joman, TF1.
- Capa: "Echo de Star" with Phillipe Lavi, Stéphane Bern TF1.
- RTL TVI: Reporter for the channel's news. Creation and development of concepts:
- Be happy production: "Ça me Révolte" with Bernard de la Villardièrè, M6.
- Starling "Les Jumeaux", "Les Petites Annonces", M6, Portraits of families.
- Al Jazira: game show project for children.



● COMMUNICATION, MARKETING AND ECOMMERCE DIRECTOR

Orveda | Apr 2020 - Feb 2022

A catalogue of 23 biotechnology, clean, green and vegan products.

- Results: 2020, +140% in online retail (pure players, partners, multi-zone site). 2021, +120% in off and online retail.
- Awards: 2020, best of best The Robb Report, novelty award at Cosme-

tiquemag. 2021, Marie Claire Excellence Award for all products.

•Zone of coverage: USA - UK - Europe.

•Happy manager of a team of 5 people in the UK. SENIOR CONSULTANT

● Chutt.Com | Jan 2013 - Jan 2020

Support on crisis communication, notoriety, and deployment.

•Sourcing and product launches.

•Marketing strategy and market studies for product creations

•Launches of new brands.

•Creation of online stores.

•Implementation of social media strategies.

● **DIRECTOR OF INTERNATIONAL COMMUNICATION, PUBLIC RELATIONS, AND BRAND IMAGE**

Soleil Sucre, Decs Group | Jan 2006 - Jan 2013

Support for the growth of the brand

-2006: 10 employees, 6 stores and 25 franchises, 3 million turnover

-2013: 300+ employees, 80 stores, 15 franchise stores, 2 master franchises, 50 million turnover.

•Presence in France, Europe, Africa, Indian Ocean, and Middle-East.

•First ambassador, lead of a team of 13 people. Marketing

•Definition, budgeting, and implementation of the public relations strategy (corporate, public and partners).

•Increase press brand exposure by actively presenting new products, trends, and new launches.

•Lead brand strategy, management and activation aligned with business strategy for France, Europe, Middle East, and Africa.

•Drives marketing strategy and planning on key platforms to optimise buying, sales, customer engagement and retention, social media, email, brand materials, display advertising to drive and achieve the targeted turnover.

•Launching and monitoring of commercial operations in line with public relations.

•Forecasting and implementation of communication plans worldwide.

•Establish and strengthen trustful relationships with influencers, journalists, and personalities.

•Implementation of a loyalty program in stores and affiliates. Communication

•Development of an internal communication agency (6 people): production of visual supports (display stores, catalogues, e-commerce and campaigns).

•Establishment of a merchandising team of 2 people (new products every week).

•Define the overall communication strategy that supports and enhances the positioning of the brand and stimulates engagement with target audiences (consumers, public relations, franchises, store departments, internal team and events).

•Establishment of the brand platform for all partners.

•Organisation and animation for events and openings of corners and shops in France and abroad.

•Development of online and social media messages.

•Organisation and management of our show at the Fashion Week.

•Production of catalogues (8 per year) for all our stores.

•Realisation of all promotional materials and decorations in stores (12 per year).

•Negotiation and purchase of space (magazine campaign, display, urban and metro).

•Design and management of sports and cultural partnerships.

•Negotiations and finalization of contracts and co-branding achievements.

•Training of managers for interviews.

•Makes every effort to make the customer dream, provide engaging content and tell the story of the products and the know how of the brand.

•Organisation and management of video and photo sessions, models, sets, photographers. Public Relation

•Establishment of an internal press office (2 people).

•Collaborate with the agencies of our franchises (Africa and Middle East).

•Present new collections, novelties and capsules to the media, internal teams, customers and franchises.

•Create personalised PR gifts.

- Organises press days and show rooms (2 collections per year).
- Measures the performance of influencers on on-offline retail.
- Ensures that all campaigns meet business and budget objectives.

E-commerce

- Creation of the e-commerce team (3 people) and launch of online sales.
- Site management, community management and customer relations.
- Launch of the e-commerce site with the digital agency.
- Deployment of the loyalty program between the stores and the site.
- Launch of both Facebook and Instagram accounts.
- Deployment of the CRM.
- Development of logistics for our online customers.