



Shreyoshi Mitra

Marketing & Communication experience in luxury and FMCG industry.

Paris, France

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Languages

English (Native)

French (Basic)

About

Hope you are doing well! I am reaching out to you to show my interest for the role of Planneur/se stratégique H/F. I am currently working at Yves Saint Laurent Skincare in Paris, France as an assistant international project manager. I am working for 3 franchises - Or Rouge, NU, and Top Secrets mainly focusing on two different universes - China's growing ultra-premium market and the USA targeting Gen Z giving me the ability to be agile and adaptable. I have assisted in developing new products for 2024- 2025 and 360 activations. Conducting studies, research, and market analysis to understand trends and demands. While working constantly in liaison with different teams like digital, communication, travel retail, studio, animation, retail education, international YSL teams and zones. I have designed, drafted and briefed creative teams on communication strategies. Have come up with alternative, creative and innovative proposals to communicate brand philosophy. Previously I worked at Leo Burnett, Publicis group giving me exposure to agency life and providing me knowledge of its complexities and urgencies. I believe I would be a perfect fit for the position with my experience and international exposure making me a global person & giving me an understanding of different markets and categories. Thank you for your time and consideration of my application. Please don't hesitate to connect with me when required at smitra@ifm-paris.fr or call me at

BRANDS WORKED WITH

Leo Burnett

Yves saint Laurent

Experience



Assistant International Project Manager

Yves saint Laurent | Jul 2022 - Dec 2022

- Ensure computation of data from NPD platforms to outline an effective market analysis
- Specialized in accelerated understanding of the Asia 7, USA, and UK market in the space of skincare, beauty, and a hybrid of both
- Forecast for new launches & basic lines for different franchises based on new technologies and demands
- Managed diverse projects like product development - communications assets with different agencies and across geographically dispersed teams
- Briefed agencies and managed to conduct back & forth
- Guaranty brand image, and ensure consistency of brand positioning across all initiative's
- Key mediator with different countries and adapt to their demands based on needs
- Work in synergy with digital, retail design to maximize 360 client approach
- Extensive use of Beaute Research, Kantar, OPERA, MyDPR, One Intelligence

Brand Associate

| Dec 2020 - Aug 2021

- Collaborate with different teams of the company to develop ideal communication and brand strategies - Critique the CRM/facebook ad strategy,
- Led creative marketing team within the initial 3 months of joining
- Forecaste new visual trends for the Indian skincare market, leading to budgeting funds for shoots
- Acquired 35% growth on instagram based on followers and engagement in 9 months
- Assisted in launching 8 new products in a span of 9 months
- Handle copywriting, design, and strategy
- I use Microsoft Excel and Powerpoint to bring justice to my market study and analysis

● COMMUNICATION INTERN

| Jan 2020 - May 2020

- Worked on an independent educational project called Conscious Fashion for
- Dummies under Upasana Conscious Fashion
- Synthesized a conscious fashion and lifestyle book for the youth of India,
- Co-Authored the book along with the founder
- Designed, illustrated and formulated a 2 year plan for the book



● ART INTERN

Leo Burnett | May 2019 - Aug 2020

- Identified insights for several client briefs to start a project
- Worked with the innovations team - Apollo 11 where I not only designed but also helped the team with planning and strategizing client briefs
- Worked on big budget projects like Twitter, Skechers, PnG -Shiksha, Tinder
- Worked extensively on Adobe InDesign, Illustrator, and Photoshop to work on various creative briefs