



Gabriella Seín Benetti

Multi-faceted marketing manager specialized in brand development, market expansion and project management. // Responsable marketing polyvalente spécialisée dans le développement des marques, l'expansion du marché et la gestion de projet.

📍 Paris, France

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Links

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Languages

English (Native)

French (Native)

Spanish (Native)

About

Entrepreneurial, international marketing manager with significant experience in tactical 360° marketing and sales strategy, brand identity interpretation, and consumer behavior analysis. // Manageuse internationale et entrepreneuse, avec une expérience significative en stratégie marketing à 360°, en interprétation de l'identité de marque et en analyse du comportement des consommateurs.

BRANDS WORKED WITH

- ATYPIQUE ATIPICO
- CG Mobile
- Club Jibarito
- Haider Ackermann
- Marionnaud
- Media Consulta
- Residents Only

Experience



● Event Organizer

ATYPIQUE ATIPICO | Jun 2020 - Jul 2021

Conceived and executed the marketing and sales strategy in less than a month, with a limited budget, for an ecological and socially responsible market with 30 local brands and NGOs. Organized activities, conferences and workshops for over 200 visitors. Acquired a partnership with a leading eco-responsible influencer, @thealleah, to manage social media.

- Prospected over 300 local brands, NGOs and artists to achieve a complete booking of the spaces for the event.
- Negotiated and established partnerships with NGOs (Greenpeace, etc) to generate +80 K organic Facebook views.

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Élaborer et exécuter la stratégie marketing et de vente en moins d'un mois, avec un budget limité, pour un marché ESS avec 30 marques et 5 ONGs. Organiser les conférences et les ateliers pour plus de 200 visiteurs. Acquisition d'un partenariat avec une influenceuse éco-responsable, @thealleah, pour gérer les réseaux sociaux.

- Prospector plus de 300 marques locales, ONG et artistes pour obtenir une vente complète des espaces pour le marché.
- Négocier et établir des partenariats avec des ONG (Greenpeace, etc.) pour générer +80 K de vues organiques sur Facebook.

● Showroom Sales Associate

Haider Ackermann | Jun 2019 - Mar 2020

Showcased women's and men's ready-to-wear collections to luxury stores and e-commerce wholesalers in the seasonal showroom. Quickly adapted product selection based on each retailers' identity and feedback while tracking sales and MOQs.

- Optimized sales in men's and women's wear clothing to increase sales and sustain sales objectives of +300,000 €/ season.
- Initiated wholesalers into new product categories (shoes & accessories) increasing in-store product referencing by 8%.



● Product Manager

CG Mobile | Feb 2015 - May 2019

Head of tech accessory development for a large portfolio of global brands including Kenzo, Marc Jacobs, COACH, Zadig & Voltaire, Karl Lagerfeld, BMW, and MINI. Managed a team of 3 designers and 2 logistics coordinators. Monitored and anticipated the demands of international markets to conceptualize offers for Samsung subsidiaries and international distributors. Determined product branding and design in liaison with licensing agencies, design teams and engineers.

- Orchestrated project and product development, from pitch to commercialization, reaching +1 million units made per year.
- Created new product categories for each brand to promptly meet minimum licensing guarantees of over 5 M€/ license.



● Sales & Business Development Assistant

CG Mobile | Mar 2013 - Feb 2015

Piloted the design for the first co-branded Samsung x Hello Kitty tablet and smartphone, over 100 K units sold worldwide.



● Assistant Sell-Out Brand Manager

Marionnaud | Sep 2011 - Sep 2012

Reported to the Brand Manager for Marionnaud's exclusive cosmetic brands: CK One Color, Remedis, Marionnaud Bio, Watsons, and GOSH Cosmetics. Supported marketing, trade, and communications departments with reports on product category sales and store operations. Composed monthly newsletters, product presentations and merchandising plans.

- Surveyed weekly sell-in/sell-out reports to track sales objectives and verify product inventory for 575 points of sales.

● Public Relations Assistant

Media Consulta | Sep 2010 - Feb 2011

Interned at a leading European communications agency and reported to the Regional Director. Promoted European Commission conferences via cold calls, dedicated press contacts and social media. Formulated press releases, newsletters, presentations and translated these documents from FR to EN and vice versa.

- Organized a press trip with 10 journalists from Paris, FR to visit Werner and Mertz's (Rainett) new, eco-responsible headquarters in Mayence, Germany.

● Founder

Residents Only | Aug 2020 - Now

Designed and developed a sustainable collection of small leather goods with a low environmental impact via the analysis of the product life cycle and application of circular economic solutions. Actively researched for new materials, suppliers and manufacturers. Conceptualized and executed the brand identity, communication and sales strategy. Implemented grassroots campaigns in both Paris and San Juan.

- Sold out products at Reset Pop-up Store in Paris and Luxembourg, Luca Shop in Puerto Rico and local markets.

- Generated a client base of over 100 customers in Paris, FR and San Juan Puerto Rico through meet-ups, and conferences.

- Produced collection in a Parisian atelier with locally sourced second-hand leather diverting 352 lbs. of waste.

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Concevoir et développer une collection de maroquinerie en faible impact environnemental grâce à l'analyse du cycle de vie du produit et à l'application de solutions économiques circulaires. Recherche active de nouveaux matériaux, fournisseurs et fabricants. Conceptualisation et exécution de l'identité de marque, de la communication et de la stratégie de vente. Mise en œuvre de campagnes de terrain à Paris et San Juan.

- Commercialiser jusqu'au épuisement des stocks chez Reset Store et Luca Shop à Porto Rico, et sur les marchés locaux.

- Générer une base de clients de + 100 clients en France, et à Porto Rico grâce à des rencontres et des conférences.

- Produire la collection dans un atelier parisien avec du cuir de seconde main, déviant 150 kg de déchets.



● Marketing and Operations Manager

Club Jibarito | Aug 2022 - Now

Conceive and execute marketing and sales operations for a multi-brand high-end watch retailer. Brand portfolio includes: Piaget, Jaeger-LeCoultre, Chopard, Ulysse Nardin, Panerai, IWC, Hermès. Lead teams relating to digital marketing, CRM, events, PR, and sales. Hired a local social media agency to elaborate digital branding, create a new website and e-shop.

- Narrate the online storytelling with personalized content highlighting customer experience: +26% average monthly engagement, reaching 4,000 followers in less than 6 months. @clubjibarito

- Strategize the yearly media and marketing plans for all brands with an

allocated budget of \$100K (OOH, Print, Online).

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Piloter les opérations marketing et commerciales pour un détaillant multi-marques d'horlogerie : Piaget, Jaeger-LeCoultre, Chopard, Ulysse Nardin, Panerai, IWC, Hermès. Gerer tous les aspects liés au marketing digital, CRM, événementiel, et RP. Engager une agence de réseaux sociaux pour élaborer le branding digital, créer un nouveau site web et une e-shop.

- Raconter l'histoire digitale avec un contenu personnalisé mettant en avant l'expérience client : +26% d'engagement moyen mensuel, atteignant 4 000 abonnés en moins de 6 mois. @clubjibarito

- Établir la stratégie annuelle des plans médias et marketing pour toutes les marques avec un budget alloué de \$100 K.

Education & Training

2021 - 2021

● **FORMAMOD**

Initiation DAO : Stylisme sur informatique, Stylisme

2021 - 2021

● **Make ICI Montreuil**

Ecoconception & Digital Production, 3D Printing & Product Lifecycle Analysis

2011 - 2012

● **ISCOM**

Master's degree, Brand and Innovation Management

2009 - 2011

● **The American University of Paris**

Bachelor's Degree, International Business Administration