



Roxane Jacobs

Public Relations and Marketing

📍 London, UK

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Links

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Languages

Spanish (Basic)

Dutch (Fluent)

English (Fluent)

French (Fluent)

About

Driven and passionate PR and Marketing professional, specialised in the fashion/luxury industry. Gained insight in the industry through several jobs in leading groups, through a Luxury Brand Management Master's degree and through two academic theses. Quadrilingual speaker having studied and worked in multiple countries (BE, NL, AUS, FR, ESP and UK). This provided a cultural sensitivity allowing to effectively work with different nationalities, personalities and cultures.

BRANDS WORKED WITH

Bulgari

Nodalview

Yves saint Laurent

Experience



● Public Relations and Communications Executive

Bulgari | Jan 2022 - Now

PR position in English to develop Bulgari's Jewellery and Accessories visibility in the UK with a focus on Celebrity, Influencer and Press endorsements:

- Cover stories, shoots and large-scale features organisation across lifestyle and business publications (Telegraph, Vogue, etc.)
- Endorsements and dressings organisation with high-profile global celebrities and influencers (Naomi Campbell, Lashana Lynch, Victoria Magrath, etc.)
- Management of press, influencers and celebrity contacts database and building strong relationships with them to deliver coverage
- Copywriting and sharing of press release materials
- Events and press days organisation, support and sourcing of suppliers (First BAFTA x Bulgari partnership, LFW Press Days etc.)
- Product placements and seeding campaigns organisation (Casablanca x Bulgari, Jubilee Tiara etc.)
- Stock-control and stock takes using SAP processing
- Features placement in print and online press clippings, and monitoring coverage to build weekly reports
- Management and training of PR Assistant



● Marketing and Brand Experience Assistant

Yves saint Laurent | Jan 2020 - Jan 2022

Position in English for the UK and Ireland to support YSL Beauty's Marketing, Activation and Engagement teams:

- Review panel management for D2C E-commerce
- Sampling action management for YSL Beauty and across L'Oréal Luxe
- D2C E-commerce support (PDP optimisation, foundation shade finder implementation etc.)
- Gift With Purchase support including forecasting, tracking and creating local subcon briefs for new launches and key moments
- Competitor analysis and recommendations implementation on D2C Ecommerce
- virtual consultation and virtual try on
- Corporate events organisation and planning (First online retailer strategy event organised)
- Sales Drive store allocation for Makeup, Perfume and Skincare launches and on-going moments
- Raise all finance purchase orders in SAP and track • them accordingly



● Marketing Assistant

Nodalview | May 2018 - Sep 2018

Marketing and Communications summer position in French, Dutch and English for the Belgian and French Real Estate market.

- Updated Nodalview's website and blog.
- Created and realised videos explaining the usage of the company's

products.

- Wrote new blog articles and tutorials texts explaining the usage of the products step-by-step.

- Translated texts and articles in English, French and Dutch.



- **Marketing Assistant**

Bulgari | Feb 2017 - Aug 2017

Position in Dutch, French and English for the Perfume section in the BeNeLux:

- Events organisation for perfume launches, trainings and sponsoring in NL and BE
- E-commerce update and management for each retailer's eShop.
- Writing of all Bulgari Perfume descriptions in French and in Dutch for all retailers' websites.
- Trade Marketing Activities creation and development for new perfume launches.
- Marketing Budget file update.
- PR support, assistance and follow up.

Education & Training

2018 - 2020 ● **Goldsmith University of London - United Kingdom**

Master's Degree, Luxury Brand Management

2015 - 2016 ● **RMIT University - Australia**

Exchange Program, Communication and Media

2014 - 2018 ● **The Hague University of Applied Sciences - The Netherlands**

Bachelor of Arts, International Communication Management