



Raisa Gaio

Couture Fragrances Brand Manager LID EMEA at L'Oréal

Paris, France

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Languages

French (Fluent)

English (Fluent)

Portuguese (Native)

German (Fluent)

Italian (Work Proficiency)

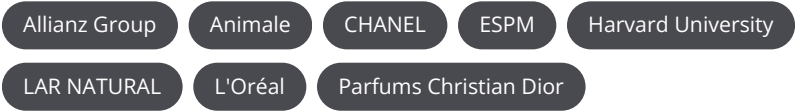
About

Management de l'E-Business et CRM chez Designer Brands Fragrances au sein de la division Luxe de L'Oréal.

3 ans d'expérience dans l'industrie du luxe sur le développement des data driven stratégies dans l'e-commerce, e-retail, CRM et sur la digitalisation des expériences client en point de vente.

Brésilienne native, 5 ans sur Paris. Portugais native et bilingue en Français, Anglais, Allemand et un niveau professionnel d'Espagnol.

BRANDS WORKED WITH



Experience



Couture Fragrances Brand Manager @L'Oréal International Distribution

L'Oréal | Mar 2020 -

Brand Management of 6 of L'Oreal Luxe Couture Fragrance brands including Prada, Valentino, Mugler, Maison Margiela & Viktor & Rolf, at LID export business unit at EMEA level.

- Go to market of 6 brands via direct to retail (Pure players such as Notino) or distributors (Chalhoub, Saether, Sirowa, etc) to all countries with a centralized management based in Paris across EMEA export countries.
- Forecasting and sales objective
- Pricing Strategy
- Orchestrate 360° mix on launches and pillars of all brands.
- POE (Paid/ Owned / Earned) budget management on EMEA on all 5 brands
- Media buying (Digital, TV, OOH, print) and PR management (Influencers and Events)
- Team management : 1 direct management and 10 indirect management: trade marketers, local activation managers to retail design & education.
- Management of agencies accross 10 countries - Media buying, PR, Event.
- EMEA export geopgraphy: Western Europe (Spain, Italy - Margiela only), Eastern Europe (Poland, Romania, CZ, Slovakia, Hungary, Croatia, Bulgaria and Baltics - all brands), Nordics (Sweden, Denmark, Norway and Finland - Mugler), Middle East (UAE, KSA, Qatar, Kuwait, Bahrein - Mugler), Maghreb (Tunisia, Marocco - all brands), SSA (all brands), DOM TOM (all brands).

[Voir moins](#)



Chef de Projet International E-Business et CRM @ L'Oréal Luxe

L'Oréal | Dec 2017 - Mar 2020

Developing E-Business and CRM acceleration strategy for the Designer Brands Fragrances portfolio.

- CRM Program V&R - GDRP transition project
- V&R USA DTC launch (Demandware): <https://us.viktor-rolf.com/>
- Maison Margiela USA DTC launch with Scalefast: <https://www.maison-margiela-fragrances.us/>

- Maison Margiela Tmall launch: https://urldefense.com/v3/_https://m.tb.cn/h.U9IX47N

- **International E-commerce and Client Experience Project Manager**

Parfums Christian Dior | Jul 2017 - Dec 2017



- **Assistante Chef de Projet E-Business International- YSL Beauty**

L'Oréal | Jan 2017 - Jun 2017

- E-commerce (DTC) :

1. Support on the coordination of the 5 YSL e-commerce sites (FR, US, UK, CN, JP): Webmastering of catalogue (product releases management), content management according to local specificities, coordination of new pages integration on Demandware CMS platform (daily usage of JIRA tickets with technical teams), A/B testings.

2. Services roadmap: Support on the V2 of YSLbeauty.com, project management of the first editorial and brand heritage pages of YSLbeauty.com and support on the release of guiding selling tools (Gift finder, Shade Finder and others)

- E-Retail: Support on the creation of YSL online graphic charter and operational coordination of e-retail animations

- Digital Brand Content production and integration : support to the brand content manager on the adaptation of visuals and videos to all digital usages (social media, emails, DTC, display). Project management: Brief to agency, validation with marketing managers, assets delivery to markets and integration on Demandware CMS (content pages, rich product pages and modules).

- E-CRM asstes support on assets delivery and validation of newsletters for key markets – US, UK, FR, JP.

Voir moins



- **Assistante Chef de Projet E-Retail Europe**

CHANEL | Jul 2016 - Jan 2017

- Gestion de demandes d'agrément des e-retailers et validation des sites de la région Europe.

- Validation des maquettes des espaces CHANEL et coordination des ouvertures E-retail avec la Direction Artistique et les marchés - gestion de 10 marchés en Europe.

- Coordination des animations des sites agréés (Display Bannières, Social Media, Emailing, Content Pages, Sampling, etc) et veille au respect de la charte graphique CHANEL.

- Reporting des résultats d'animations et CA de l'opération E-retail Europe.

- Rédaction des guidelines Europe pour les animations et procès d'ouverture des nouveaux sites agréés

Voir moins



- **Assistante Chef de Projet E-Retail & Digital**

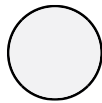
LAR NATURAL | Jan 2015 - Jul 2015

Lar Natural (www.lar-natural.com.br) is Brazil's largest content portal (more than 3.5M unique visitors p/month) in natural lifestyle & well being. The portal launched their marketplace with more than 50 reseller contracts focusing on organic cosmetics and food (WELEDA, Alva, Ikove, etc)

Activity: Development and follow up of the Marketing Plan, Communication Strategy and Plan of Action to promote the opening of the marketplace. Support the development of further strategies to increase the marketplace conversion rate.

- Assistance in creation of communication/ promotional strategies for marketplace opening (Ads, Newsletter, PR, Social Media)
- Support in lead generation & conversion rate optimisation
- Social Network strategy (Facebook, Instagram, Twitter)
- Research on benchmark practices and digital marketing trends
- Use of Wordpress platform
- A/B testing
- Support in drawing up 360 communication plan for 2015/2016

Voir moins



● **Chef de Project Comptes Corporate**

Allianz Group | Feb 2014 - Aug 2014

Junior Commercial Project Manager in Corporate division for great risk insurance accounts - clients narrowed to middle to grant size brokers such as Aon, Marsh, Willis and JLT.

- Daily insurance risk valuation for property middle size risk using Allianz platforms as well as specific great risk valuation demands to risk valuers.
- Support on the management of customer portfolio and prospects.
- Responsible for commercial negotiations of Property and Liability insurance contracts with two main brokers: Aon and Willis.
- Daily monitoring of policy contract figures and weekly reporting on turnover and business development of the Corporate division of Rio de Janeiro branch.

Voir moins



● **Delegate in the Commission of Sustainable Development at HNMUN**

Harvard University | Feb 2014 - Feb 2014

HNMUN is a conference simulation staffed entirely by Harvard College undergraduates organised annually. HNMUN brings over 3,000 students and faculty together from colleges and universities around the world to simulate the activities of the United Nations, offering a unique opportunity to experience the challenges of international negotiation and diplomacy.



- **Sales Internship**

Animale | Nov 2013 - Dec 2013

Animale, Brazilian fashion retail luxury brand with more than 500 stores throughout Brazil.

During 2 months sales internship I was able to rank 1st in sales of all Brazil stores, calculation base on sales quota percentage, surpassing more than 100% of sales quota.



- **Academic Coordinator at Student Academic Association**

ESPM | Jan 2013 - Jan 2014

- Project conception, coordination and execution such as academic forums and workshops at ESPM Marketing School.
- Events coordinated from the project design stage until its execution:
 - Rumos da Venezuela - Debate on Venezuelan elections with the participation of the Venezuelan Consul, Rio de Janeiro, 2013
 - Colóquio 2013 - International Affairs Conference, Rio de Janeiro, 2013
 - FRRI - Regional Forum of International Relations, Rio de Janeiro, 2012
- Partnerships development and fund raising for projects: Konrad Adenauer Foundation, Clío diplomatic studies "prep", Cebri
- Skills of leadership, team coordination and time management were developed, enabling a solid understanding of how to outline objectives and meet targets for events and projects.

Voir moins

Education & Training

2015 - 2017 ● **IÉSEG School of Management**

Master of Science (M.Sc.),

2014 - 2015 ● **IÉSEG School of Management**

Double Degree Bachelor Program,

2012 - 2014 ● **Escola Superior de Propaganda e Marketing**

Bachelor's degree,

2010 - 2011 ● **Stefan-George-Gymnasium, Bingen am Rhein, Germany**

High School / Gymnasium,