



Alexandra Frantz

Cosmetics Product Manager

Paris, France

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Links

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Languages

English (Fluent)

French (Native)

Spanish (Fluent)

Italian (Fluent)

About

I recently graduated from ESSEC Business School and I am currently product manager in a cosmetics firm. I have completed two six-month internships as assistant product manager, the first one in make-up and the second one in jewelry. I am open to new opportunities.

BRANDS WORKED WITH

Diane von Furstenberg Belgium

Guerlain

Léa Nature

Marionnaud

Van Cleef & Arpels

Experience



Product manager Cosmetics

Léa Nature | Sep 2022 - Now

- Competitive and sales analysis
- Creating new concepts and renovate the existing collections based on consumer insights
- Developing the new products with the teams (R&D, buyers, trade marketing...)
- Defining a 360° strategy for the product launches to create an engaging customer experience and maintain growth for the brand and the category



Junior consultant in digital

Guerlain | Mar 2022 - Jun 2022

- Analysis of the social media trends and of Guerlain's current strategy
- Creation of a business plan in order to increase the reach and engagement of Generation Z on social media, while maintaining the Maison's luxury image



Showroom Assistant

Diane von Furstenberg Belgium | Sep 2021 - Sep 2021

- Welcoming the international buyers and assisting the sales associates
- Organizing the workday of the in-house models and organizing the store



Assistant product manager (Bridal)

Van Cleef & Arpels | Jan 2021 - Jun 2021

- Competitive and sales analysis
- Monitoring the collection, with the creation of tools and formation for the new products
- Creation in the Unique Solitaires collection: monthly meetings with the stone department, placing orders, allocations to the markets
- Daily monitoring of the markets' requests in Asia, USA or Europe



Assistant product development manager

Marionnaud | Jul 2019 - Dec 2019

- Competitive and sales analysis
- Creation of new products, their packaging and their packshots
- Presentation of each collection to operational marketing and organization of an event to present the 2020 collections to the subsidiaries abroad
- In-depth analysis of the "clean beauty" segment

Education & Training

2018 - 2022 ● ESSEC Business School
Master in Management, Marketing