



Antoine Salmon

Digital Project Manager

Paris, France

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Languages

English (Work Proficiency)

French (Native)

About

My 4 years of marketing at Kedge Business School and my specialisation in digital marketing have given me a business and technical background. As a Digital Project Manager in the consumer goods industry, I participated in the thinking process and development of digital tools in order to expand the e-commerce and omnichannel strategy. I also ensured the follow-up and the quality of the different digital tools by carrying out UAT & Non Regression Testing and by proposing improvements in order to optimize them.

I would now like to broaden my skills and join a team that matches my values. Having worked for major fashion houses (Berluti, Mugler & Nordstrom), I have learnt to discover, analyse and satisfy customers' needs. I am fluent in English and I have developed a strong sensitivity for the fashion and luxury sector within which I will be able to get involved and listen.

BRANDS WORKED WITH

Berluti

Mugler (Group Clarins)

Nordstrom

Transitions (Group Essilorluxottica)

Experience

DIGITAL PROJECT MANAGER

Transitions (Group Essilorluxottica) | Sep 2021 - Sep 2022

Deployment of digital solutions for B2B and B2C

Lead digital projects

Monitor and manage KPI's to improve the UX of digital tools

Animate workshops

Brand recommendation for E-commerce and marketing strategy

Carrying out UAT & Non Regression Testing

Benchmark of the online lens market

Find new e-commerce partners Technology watch: VTO, IA, machine learning, metaverse, NFT



FASHION LUXURY SALES ADVISER

Nordstrom | Aug 2019 - Apr 2020

Analyze indicators and commercial performance

Advise, support and retain customers in order to develop turnover

WHOLESALE ASSISTANT

Mugler (Group Clarins) | Jan 2019 - Jul 2019

Driving department store performance

Organization of events: showroom 19 Pre-Fall, 19 Fall, 20 Resort

Analyze post-showroom results - best seller and analysis of collections

Showroom sale

Sales administration: send, track and invoice deliveries

Dealing with customer requests: restocking, sending samples, conditions of sale, after-sales service

Benchmark positioning

Team budget tracking



Assistant Facility Manager

Berluti | Jul 2018 - Dec 2018

Analyze the costs of General Services and optimize the KPIs

Organize events (staff sales, training, blood donation)

Draft and implement Health, Safety and Environment procedures

Draft and distribute internal communication

Manage service providers (hygiene, safety and reception)

Education & Training

- 2021 - 2022 ● **Kedge Business School**
Master, Marketing Digital & data
- 2016 - 2019 ● **KEDGE Business School**
Master, Business