



Victoria Patricia Miranda

Business and Marketing professional specializing in Digital and Marketing in the Luxury Beauty Business.

Paris, France

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Links

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Languages

French (Fluent)

Spanish (Native)

English (Native)

Italian (Work Proficiency)

About

Business Management Graduate that completed the MSc in International Marketing at SKEMA Business School. I'm specialized in digital and 360 Marketing launch plans with 3 years of experience in the Luxury Beauty Business. Looking for opportunities in Marketing, and Digital Marketing starting February 2023.

BRANDS WORKED WITH

Estee Lauder Companies

L'Oréal Paris

Perfumerias Unidas

Experience



● Product Manager Assistant

L'Oréal Paris | Jul 2022 - Dec 2022

Brands: Excellence and Casting Cream Gloss Marketing strategy, development support and product development proposals. Creation of the communication strategy and digital content with agencies. Achievements:

● Sales & Marketing Coordinator

Estee Lauder Companies | Feb 2020 - Jul 2021

communication. Global Marketing Product development in beauty products. Sales & Marketing Coordinator Feb 2020 - Jul 2021 Estee Lauder Companies, Lima, Peru Brands: DKNY, MICHAEL KORS and TOMMY HILFIGER Marketing plan development, marketing campaign, investments management and analysis de data. Developed multi-channel marketing strategies and benchmark of prices, promotion and animations of competitors. Lead action plans per e-retailer and negotiation Lead CRM project and charge of a solid clients portfolio. Monitoring of sell-out performance and performance on all e-retail activation levers: e-trade / e-CRM / media. Achievements: Performace tracking: Brand sales increased by +4% while the market growth was +1%. Profitability of brands in 3 e-commerce retailers boosting total online sales growth by 50% YOY.

● Marketing Analyst

Perfumerias Unidas | Jan 2018 - Jul 2019

Brands: GIVENCHY and KENZO (cosmetics and fragrances) Responsible for Givenchy & Kenzo marketing plan: 360 launch plan for strategic novelties, merchandising strategy, visuals, development of marketing tools. Implemented product launch, communication strategy with media, PR agencies. Execution of e-trade animation plans with the guidelines Achievements: Product launch: L'interdit fragrance, the top 7 in the ranking of feminine fragrances in the national market.

Education & Training

2021 - 2022

● SKEMA BUSINESS SCHOOL

3.8, MSc International Marketing and Business development

2012 - 2017

● Universidad del Pacifico

4, Business Management