



# Alexis Barker

FHH Watch Specialist - Ex  
@Christian Dior Couture &  
@Cartier

Paris, France

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## Links

[LinkedIn](#)

## Languages

French (Native)

English (Native)

Italian (Basic)

German (Basic)

## About

As a Franco-British professional with a double degree in Luxury Management (MSc IMLux), I am deeply passionate about the world of luxury craftsmanship, particularly in the realms of Watchmaking, Jewellery and Fashion. My expertise in horology (FHH Specialist), enables me to bring a specialised perspective to the industry.

With a strong foundation in luxury management thanks to previous education and professional experiences at Christian Dior Couture and Cartier, I am eager to continue to contribute to and grow within the prestigious industry of luxury goods.

### BRANDS WORKED WITH

Christian Dior Couture

Cartier

Minelli

TheAgent

BIM&CO

NEOSMOSE BDE

G.Vatinel & Cie

## Experience



### ● EMEA Fine Jewellery & Timepieces Core Business Merchandiser Assistant

Christian Dior Couture | Jan 2024 - Jun 2024

- Daily link with boutiques, management of transfers/rebalancing between 60+ boutiques
- New boutiques & resorts opening management: creation of assortments, validation and follow-up
- Creation of assortments for boutique events, implementation of the middle jewellery & precious timepieces Europe Caravan.
- Assistance on new product launches and selling tools for boutiques
- Participation in sales training
- Weekly analysis of performance for top management. Ad hoc analyses, in support of boutique activity.
- Assistance with transfers between customs zones



### ● Digital and Social Media intern

Cartier | Jul 2023 - Dec 2023

- Planning, implementation and monitoring of organic product and corporate communication campaigns on Cartier's global and local social channels (9 networks) as well as on the Maison's international website
- Benchmarks, analysis and recommendations to management on various subjects (Watches&Wonders, competitors, digital strategy, etc.)
- Setting up of two highly strategic communication collaborations with celebrities (most engaging posts ever for the Maison's account)
- Strategic proposals for the Maison's main accounts and watchmaking Instagram account
- Monitoring of the news section on Cartier's website and on the internal App for global salesforce
- Content curation on the international website



### ● Sales Advisor

Minelli | Jul 2022 - Jul 2022

Minelli is one of the leaders in the shoe market in France. Offering quality leather shoes, the company is particularly involved in respecting the environment.

Tasks:

- Customer relationship
- Fashion advice
- Customer service
- Customer transactions
- Merchandising
- Inventory tasks

## ● Assistant Product Manager eCommerce / Marketplace

TheAgent | Jul 2021 - Dec 2021

In charge of a portfolio of 9 brands across 5 different marketplaces.

TheAgent helps fashion and lifestyle companies to enhance their visibility and commercial opportunities online. The start-up works with different leading marketplaces (Zalando, Galeries Lafayette, La Redoute ...) and publishes clients' collections on these platforms for them as well as managing them.

I was also in charge of the entirety of the customer service.

Tasks:

- Integration of collections in the back office
- Benchmarking of product pages on the marketplaces
- Creation of clear and visually appealing product pages
- Management of a "Master file" which allowed the management of stocks and every items online
- Non-stop contact with brands in order to solve potential issues online and answer their demands
- Weekly analysis of items online
- Marketing analysis

## ● Project Manager

BIM&CO | May 2021 - Jun 2021

As a Project Manager in this B2B SaaS start-up, my goal was to analyse the internal process, to find issues or points of improvement and try to solve them in order to enhance the productivity of the company regarding their financial process.

My final proposition was understood and accepted by the CEO, CFO and COO.

Tasks:

- Mapping and audit of the entire internal process
- Problem solving
- Benchmarking of the billing-software market
- Proposition of a billing solution to upper management

## ● Supervisor of the Events Department

NEOSMOSE BDE | Aug 2020 - May 2021

Neosmose is NEOMA's student association. Its objective is to make the students' life as enjoyable as possible by organising events, parties or developing partnerships with companies.

Tasks:

- Management of a team
- Creation and management of events
- Contacting suppliers
- Decision making

## ● Assistant Imports Operator for Major Clients' Accounts

G.Vatinel & Cie | May 2019 - Sep 2019

G. Vatinel is an international transport company which manages exports and imports in France's second biggest harbour (Le Havre). During this internship, I was in charge of the creation and management of the company's major international accounts' files, regarding the import of worldwide goods.

## Education & Training

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2023 - 2023

### ● MIP Politecnico di Milano

Master's degree,

2022 - 2023

### ● NEOMA Business School

Master's degree,

2019 - 2020 ● **The University of Nottingham Ningbo China**

Bachelor of Business Administration - BBA,

2018 - 2022 ● **NEOMA Business School**

Bachelor of Business Administration - BBA,