



Camélia Ferrah

Strategic Development

Paris, France

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Languages

Spanish

French

English

About

10 years of experience in Project Management and Brand Image Development, 7 years directing and managing teams specialised in Brand Partnerships and Fashion Brand Development. Passionate, meticulous, solution-orientated, creative with a love for people and communication.

BRANDS WORKED WITH

21 Buttons

Christian Audigier Group

Christian Lacroix (LVMH)

Collectively Inc. (International Influence Marketing Agency)

Défi International (L'Atelier d'Emma et Chloé)

Night Management Production (VR/GIOIA)

Publicis Groupe

Experience

● Senior Account Manager Europe

Collectively Inc. (International Influence Marketing Agency) | Jan 2021 - Aug 2022

- Management of major accounts internationally (5 markets)
- Development and production of campaigns and major events
- Identification of goals and budgets with KPIs and OKRs to achieve – over 10M€
- Production and follow-up of each project and partnership from conception to reporting
- Development and consolidation of partnerships with key actors within each market
- International team management

● France Director (CDI)

21 Buttons | Jan 2018 - Apr 2020

- Development and implementation of the media on the French market
 - Managing Brand awareness and visibility through strategic partnerships and events
 - Developing the strategy to expand exponentially
 - Defining and reaching objectives
 - Hiring and managing the team
 - Developing the network of premium key brands and partners
 - Creating and selling creative on-line and off-line solutions for brands
- Consulting Assignments - Fashion - Luxury - Lifestyle - Beauty
DM Intelligent Communication

● Strategic Development Manager

Défi International (L'Atelier d'Emma et Chloé | Jan 2016 - Jan 2018

- Brand Image Consulting – Influence Marketing and event
- Digital and Growth hacking strategies (social medias)
- Events Production & Partnerships
- Management of a 15 members team

Défi International (L'Atelier d'Emma et Chloé - Be Maad - Henko)

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Strategic Development Manager

- Consulting on the strategies for 4 brands of the group
 - Redefining the objectives of each department
 - Managing the teams and assets
 - Creating strategies to develop and expand the brands in France and abroad - partnerships and major actors on the markets
 - Managing the different KPIs
 - Developing new synergies and partnerships
- Intrapreneurship & International Projects
Gastronomy and Entertainment - Direction générale (Casablanca, Maroc)
- Launch, creation and development of 4 houses and Premium restaurants (with communication and commercial strategies)

- Establishing partnerships, developing Corporate and Press events
- Team Coordination and management
- IDProjects, luxury Fashion Brand China - (Nanjing, Chine)
- Head of Project Development - Luxury Brands Outlet
- Brand Identity Development
- Strategic Development (Market analysis, Communication, Marketing)
- Partnerships and Public Relation - Cost and production optimization
- Event Production (Launch and Cocktail parties)
- Creation of contracts, licences and franchises
- Team management and hiring

● Head Office

Night Management Production (VR/GIOIA) | Jan 2011 - Jan 2013

- Marketing, partnerships, sponsorships, cost optimisation, strategic planning, production and staff management.
- Event Organisation and Production (50-2000 attendees) : Fashion week events, Artists showcases, corporate and private events – Celebrities and talents management
- Management of Press and PR (Print, Digital and TV) Head of International Development Scouting of new possible markets, expense and budget management, stats and analytics, Brand Image, investor relations and partnerships

● Director Assistant (CDI)

Christian Audigier Group |

- Realization and follow-up of Wholesale and Retail strategies for 8 brands of the group
- Follow-up of partnerships with VIPs and Celebrities
- PR support cross medias (Press, TV, Radio)
- Organization and production of the "Magic" Trade Show in Las Vegas
- PublicisActiv and Publicis Conseil -
- End of studies Internship Publicity Manager for 3 International Accounts
- Brand Identity Development, strategic planning, communications management (TV, radio, print)
- Budget management (from 50-100 k€)
- Christian Lacroix - LVMH -
- Show-Room and B2B Collections Back Office Management
- Collections Managements (SS - AW and Cruise) before and during the Show-Room
- Press Kit production, presentation of the look books and shipment to the B2B network
- Organization of the different Show-Rooms, reception and presentation of the collections to buyers (Software: Oracle)
- Shipment and follow-up of orders, logistic and customer service
- Study of potential new buyers on different markets

● Back Office Assistant - Show-Room

Christian Lacroix (LVMH) | Mar 2011 - Feb 2012



● Publicity Manager

Publicis Groupe | May 2012 - Apr 2013

● Brand Consultant

| Oct 2022 - Now

Brand Consultant
Head of Business Development
Growth hacking strategies

Education & Training

2005 - 2010

● EUROPEAN BUSINESS SCHOOL

Master of International Business,