



Charlotte Ricateau-Dupuis

International Business, Luxury Fashion Management & Fashion Psychology Specialist

Paris, France

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Links

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Languages

English (Fluent)

French (Native)

Spanish (Basic)

Chinese (Basic)

Italian (Basic)

About

Passionate about people and excellent communicator, I'm looking for a new Retail Education opportunity in an international environment.

Please contact me: cricateau@ifm-paris.fr

BRANDS WORKED WITH

aufeminin

CHANEL

Hermès

Pstyled

We Art From Paris

Experience



Customer Relations & E-Commerce Officer

Hermès | Oct 2021 - Dec 2021

Working at Hermes Paris, I contributed to the smooth running of the Customer Relations Centre. I monitored customer satisfaction through various channels, such as telephone, e-mail and e-chat. I also managed the e-commerce customer relationship by following, accompanying and advising the customer, and developing sales. Finally, I participated in the improvement of the e-commerce customer experience.



Communication & Creator Relations Officer

We Art From Paris | Jan 2021 - Jun 2021

Working at WE ART from PARIS, I created web and print content by animating social media, managing and updating the website, designing weekly newsletters, and creating and implementing various POS materials. I also developed the concept store by sourcing and canvassing new creators, managing relationships with creators and building their loyalty, and setting up commercial actions, partnerships and events.

Assistant Manager

Pstyled | Jul 2020 - Dec 2020

Working at Pstyled, I developed press relations by approaching journalists to contribute to the development of the brand and its awareness. I also created digital content by animating social media, and integrating products into the application. Finally, I managed customer relations by developing and recommending clothing styles to customers, and creating customer reports based on fashion psychology.



Assistant Advertising Manager

aufeminin | Feb 2018 - Jul 2018

Working at aufeminin, I participated in the commercial relationship by preparing client presentations and writing commercial proposals. I also managed the relationship with media agencies by responding to media agency briefs and monitoring advertising campaigns.



Fashion Advisor

CHANEL | Jul 2017 - Aug 2017

Working at Chanel 31 Rue Cambon, I managed customer relations by following the entire sales process, advising customers, and accompanying them on the various product lines. I also fulfilled the requirements of la Maison CHANEL by meeting the needs of standing, highlighting the products, and ensuring that the sales area was well maintained.



Fashion Advisor

CHANEL | May 2016 - Aug 2016

Working at Chanel Galeries Lafayette Paris Haussmann, I managed customer relations by following the entire sales process, advising customers, and accompanying them on the various product lines. I also fulfilled the requirements of la Maison CHANEL by meeting the needs of standing,

highlighting the products, and ensuring that the sales area was well maintained.



● **Learning Development Assistant**

CHANEL | Jun 2022 - Dec 2023

Working within the Education & Engagement department of the CHANEL Watch & Fine Jewelry division, I was actively contributing to the development projects of the learning activity and to the success of the department. I was participating in enriching the learning offer by developing training programmes and courses, as well as boosting the digital approach via tools and platforms. Project lead: Sustainability.

Education & Training

2022 - 2023

● **Institut Français de la Mode**

Mastère Spécialisé en Management de la Mode et du Luxe, Luxury Fashion Management

2019 - 2020

● **London College of Fashion, University of the Arts London**

Master of Science Applied Psychology in Fashion, Fashion Psychology

2018 - 2019

● **National Taiwan University**

Exchange Program, Management

2015 - 2019

● **ESSEC Business School**

Global Bachelor in Business & Administration, International Business