



Eva Burone Aranzábal

Product Development & Marketing

Paris, France

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Links

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Languages

Spanish (Native)

French (Work Proficiency)

English (Fluent)

About

Hello there! Allow me to introduce myself. With over four years of experience in Marketing, Coordination and Sales within the fashion and beauty industry, I am currently looking for a next mission in the Marketing (Product/Digital) or RSE department.

Throughout my career, I have successfully led and supported global and local campaigns, fostering a cooperative cross-functional approach with a customer-centric focus. My journey in the Marketing domain has equipped me with the skills to thrive in an international and fast-paced environment. My expertise lies in identifying opportunities in the market, supporting and ideating strategies, conceiving out-of-the-box proposals and solutions, crafting impactful communication tools as well as coordinating teams for timely launches and projects. Throughout my previous experiences, I consistently developed initiatives towards Sustainability-a domain I am deeply passionate about and have received education in through my master's program. I am committed to crafting the most idyllic products and narratives, simultaneously working towards fostering a positive impact on our environment and communities.

BRANDS WORKED WITH

Arte BA

Autoría Buenos Aires, Concept store

BALENCIAGA

DIOR HOMME, Christian Dior Couture

Jessica Kessel, Fashion Retail

LES FLEURS STUDIO, Upcycling

MAC COSMETICS, ESTEE LAUDER COMPANIES

Experience

● Collection Coordination & Product Development

LES FLEURS STUDIO, Upcycling | Jan 2023 - Apr 2023

Creation of collection brief and collection plan: proposals of new shapes, new materials, collection structure

Follow up of product development within the Studio: monitoring workflow, development schedule and due dates with weekly follow-ups of each designer's progress

Organisation and management of resources of materials for the Studio
Product Development: from design to final prototype of the new Leather Belts category

Special event organization: Ideation, assortment selection and execution of successful vintage pop-up.

● Marketing Assistant Leather Goods

DIOR HOMME, Christian Dior Couture | Jul 2022 - Dec 2022

Close relationship with the Product Development, Merchandising and Communication teams

End of Life and Circularity Project: innovative proposal developed to implement upcycling processes, avoid product destruction and capture value for the LG & Shoes category.

Follow up of new models from Mise au point to final prototype, working with Product Development and the Studio.

Collection Development: creation of collection brief, collection plan, creation of launch packs for salesforce

Showroom Set Up: installation, labelling, inventory and reception of prototypes

Daily validation and follow-up of e-commerce shootings and campaigns: key contact between Marketing and the Production and Post-Production teams

Follow-up of deliveries: Analysis of deliveries, management of delays, special orders and press orders

Product expertise: monthly analysis of direct and indirect competition, street research and market trends for the Leather Goods category and participation in the collection brief

Prototype management: order and delivery follow-up, inventory, preparation of destocking

- **MarketingAssistant/Intern**

MAC COSMETICS, ESTEE LAUDER COMPANIES | Apr 2019 - Mar 2021

Close collaboration with Brand Management, PR, Training, E-Commerce, Creative Agency and Suppliers.

Project Manager for VIVA GLAM '19 & '20 campaigns. Managed the partnership with two NGOs. Organized and managed corporate conference in Estee

Lauder Companies. Executed communication strategy, briefing to teams, assuring timelines, reporting of results. Collaboration with internal and external

stakeholders. Planning and executing a highly successful event with a 100% ROI, generating double the investment by implementing sales incentive

initiatives. Presented as "good practice" in the LATAM region.

Managed 360° MarketingCampaigns: strategic and operational execution of productlaunches adapted to the local market.

Leadership of the new communication strategy, implementing successful and innovative actions in terms of tone of voice and content creation, aligned with E-Commerce results, and achieving sales position N°1 as well doubling the rate in audience growth. Special recognition from global Art Director.

Daily collaboration with Creative Agency for content planning and managing brand assets requests (banners, newsletters, flyers, among others).

Follow up of project budget and manage vendor relationships to follow up payments with the accounting team.

- **Expositor**

Arte BA | Mar 2019 - Apr 2019

Assisted in at MCMC Galeria for customers and visitors, in most important art fair in Argentina

- **SalesAssociate**

Autoría Buenos Aires, Concept store | Jan 2017 - Jan 2018

Headed sales for foreign and local customers with personalized service Stocked, replenished and organized inventory with accuracy and efficiency

Assisted in VM displays

- **SalesAssociate**

Jessica Kessel, Fashion Retail | Apr 2016 - Jun 2016

Temporary Sales associate: attention to the public, quality control from the leather atelier.

Expositor at Puro Diseño, biggest design fair in Buenos Aires

- **Coordination de Collection (CDD)**

BALENCIAGA | May 2023 - Nov 2023

Participation in the new Upcycled line with creative wording and positioning proposals via brainstorming and competitive research

Key coordinator between the Creative Direction & Studio with Merchandising & Product Development.

Responsible for the development of each category by creating updated collection plan presentations for all categories (Leather, Denim, Jersey, Knitwear, etc)

Planning, coordination and assistance of fittings and styling sessions with the Creative Direction and Studio.

Update of product information in PLM



Education & Training

- 2021 - 2022 ● **Institut Français de la Mode**
MSc International Fashion & Luxury Management / Manager Mode et Luxe "with Honours", Luxury Management
- 2017 - 2020 ● **Pontificia Universidad Católica Argentina**
BSc Marketing "With Honours", Marketing