



# Daphne Cabanzo

Trade Marketing Coordinator  
chez MATIERE PREMIERE

Paris, France

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## Languages

French (Fluent)

English (Native)

Spanish (Native)

German (Basic)

Italian (Basic)

## About

Energetic and responsible young professional with a strong passion for the Fashion Industry. With a solid background of 6 years in client services, sales, digital marketing, and event coordination for renowned luxury brands, I bring a versatile skill set to the table. Being fluent in Spanish, French, and English enables me to effectively connect with diverse international audiences, cultivate strong relationships, and execute strategic campaigns with precision, ultimately enhancing brand presence and driving impactful results. If you seek a persistent, quick learner who delivers impactful results, I am the candidate for you.

### BRANDS WORKED WITH

Ashi Studio

BETC

CHANEL

IRKMagazine

Louis Vuitton

Matiere Premiere

Moncler

OAMC

Plus chez CHANEL

## Experience



### ● Trade Marketing Coordinator

Matiere Premiere | Aug 2021 -

- Development & execution of Podium Designs, Window Displays, & Pop Up Opportunities in Asia, North America, Europe & Oceania.
- Achieve advertising opportunities in POS through communication w/ Luxury Retailer & Distributors on an international scale.
- Develop merchandising guidelines based on codes & values of brand.
- Collaborate with renowned luxury department stores to foresee.
- Boost brand's online presence by implementing innovative ideas to land home page, web banners etc.
- Take initiative to create new training tools for employees around the world.
- Participate in selection of future perfume launches.
- Pursue new possible POS worldwide.
- Propose new social media content & strategy.

### ● Participant & Winner of Business Marathon

BETC | Feb 2021 - Feb 2021

- Create advertising campaign for new men's VALENTINO perfume.
- Collaborate competing against other groups to provide with best proposal of advertising campaign.
- Analyze customer market & present briefs to marketing & communication team.
- Conduct thorough research on consumer behavior and data.
- Take initiatives to propose new brand ambassador for fragrance line.
- Participate in working with an international diverse team.



### ● Fashion Consultant

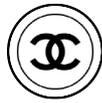
Moncler | Dec 2020 - Aug 2021

- Selected from 500 applicants to participate in the installation and opening of the largest Moncler store in the world.
- Collaborate with an international team to offer quality customer experiences while recalling the values of the brand.

### ● Global Strategic Planner Executive

Plus chez CHANEL | Mar 2020 - Sep 2020

- Communication strategies market analysis of major competitors of Chanel
- Collaborate with all media divisions of Chanel such as Beauty & Fragrance, RTW and more
- Develop annual breakdown report of competitors campaign activity in various sectors (Eyewear, Watches & Jewelry)
- Create weekly recaps of trends & engaging media from brands in the Fashion Luxury Industry
- Execute rigorous research on prospectives in the luxury beauty Industry



### ● Fashion Consultant

CHANEL | Sep 2019 - Jul 2020

- Meet sales objectives
- Maintain merchandising throughout RTW, Watches & Jewelry and Leather goods
- Participate in events related to the brand and it's new collections
- Establish positive connections with clients
- Offer a luxury experience by sharing the heritage and values of the brand



### ● Fashion Editor

IRK Magazine | May 2019 - Sep 2019

- Working directly with the Editor-in-Chief on the September Issue
- Coordinating and making interviews/shoots directly with designer JEAN PAUL GAULTIER
- Attending Paris Fashion Week Haute Couture and Men's
- Creating beauty marketing campaigns for brands such as DIOR, GUER-LAIN and YSL Beauty
- Writing and publishing articles on the print and online magazine
- Maintaining public relations with press agencies.



### ● Assistant Haute Couture Fashion Week

Ashi Studio | Jan 2019 - Jan 2019

- Preparing Fashion Shows
- In charge of sending invitations to the press, photographers, clients & celebrities.
- Showroom work: Merchandising, managing collections, classification, maintaining showroom. -Managing communication between the Ashi studio and press/journalists.
- Following up on publicities.
- Casting models from Elite and Next Agency.



### ● Conseillère de vente

Louis Vuitton | Aug 2018 - Sep 2019

- Participate in events related to new collections and Increase sales.
- Promotion of the brand and products.
- Create valuable connections with customers of all ages and back-grounds.
- Maintain the visual merchandising.
- Manage income and best-sellers through Excel.



### ● Conseillère de vente

Louis Vuitton | Mar 2018 - Aug 2018



### ● Assistant Mens Fashion Week

OAMC | Jan 2018 - Jan 2018

Mens Fashion Week at OAMC Runway show Autumn/Winter 2019/20



### ● Louis Vuitton Corporate Americas

Louis Vuitton | Jan 2017 - Aug 2017

- Propose new marketing strategies for department stores in North America
- Promote new products and LV Fashion shows through social media in English, Spanish & French.
- Manage client Inquiries
- Responsible for event management for Mexico and Canada team

## Education & Training

2021 - 2023

### ● Sup de Pub

Master's degree,

- 2018 - 2021 ● **ESMOD École Supérieure des Arts et techniques de la Mode**  
Bachelors in Fashion Business,
- 2016 ● **EF Executive Language Institute**  
Japanese language,
- 2015 ● **EF Executive Language Institute**  
French language,
- 2014 - 2014 ● **EF Executive Language Institute**  
French language,
- 2013 ● **Fashion Institute of Technology**  
Entrepreneurship & Fashion Illustration/ Fashion Design,