



# Laura Gallinelli

PR & Media Activation Manager at Dessange Luxembourg with expertise in strategic communications and brand management.

Paris, France

[Portfolio file](#)

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## Languages

English (Fluent)

Italian (Native)

French (Native)

## About

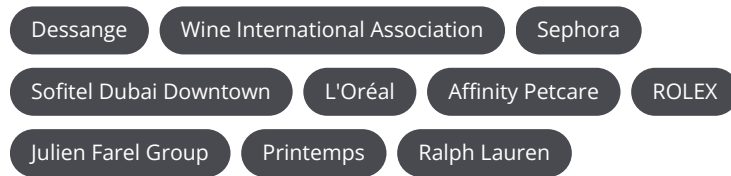
As a PR and Media Activation Manager at Dessange Luxembourg, I design and implement strategies to increase the visibility and brand image of the company. I develop partnerships with local media, influencers, and relevant organizations to promote the products and services of the company.

I create engaging media content, including press releases, articles, videos, and events, to generate media and public interest. I oversee the advertising and media campaigns, ensuring effective execution and optimizing the allocated budgets. I analyze the performance of the campaigns and the PR initiatives, providing feedback and recommendations for improvement.

My previous work experiences in luxury hospitality, cosmetics, agroalimentary, and fashion industries have enabled me to gain skills in marketing, communication, events, public relation, sales, and human resources. I have worked in different countries and cultures, such as Dubai, New York, Paris, and Milan, which have shaped my adaptability, open-mindedness, and team spirit.

I hold a master's degree in International Management & Business from EMlyon Business School, and a double degree in Communication from Ecole W. I am passionate about creating and delivering impactful messages that resonate with diverse audiences and stakeholders. I am motivated by the challenge of enhancing the reputation and value of Dessange Luxembourg in the market.

### BRANDS WORKED WITH



## Experience



### ● PR & Media Activation Manager

Dessange | Jan 2024 - Now

Concevoir et mettre en œuvre des stratégies de relations publiques et de communication médiatique pour accroître la visibilité et l'image de marque de Dessange Luxembourg.

Développer des partenariats avec des médias locaux, des influenceurs et des organisations pertinentes pour promouvoir les produits et les services de l'entreprise.

Créer des contenus médiatiques attractifs, y compris des communiqués de presse, des articles, des vidéos et des événements, pour susciter l'intérêt des médias et du public.

Superviser les campagnes publicitaires et médiatiques, en assurant une exécution efficace et en optimisant les budgets alloués.

Analyser les performances des campagnes et des initiatives de relations publiques, en fournissant des rapports réguliers sur les indicateurs clés de performance et en proposant des recommandations d'amélioration.

Collaborer avec les agences de relations publiques, les fournisseurs de services médiatiques et les partenaires externes pour garantir une exécution efficace des stratégies et des activités.



### ● Digital Marketing Manager

Wine International Association | Jul 2023 - Jan 2024

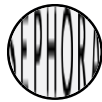
A global B2B community with an e-commerce platform supporting SMEs in the wine sector.

Currently working on three projects: Winery Star Guide, Women Wine

Leaders and Wine World Expo  
(BtoTree) with 2M global audience and 500k Web Interactions covering  
180 countries already.

My mains tasks :

- SEO & SEA (+ 50% Boost traffic)
- WordPress (Conceptions of +1000 Wineries Articles)
- Google Analytics (+ 50 % Organic Growth)
- Content Creation
- Photoshop Adobe
- Community Management on Social Media
- Brand Content Communication
- Market Research & Data Entry
- B2B Business Model & Distributor Management,
- Project Management from A to Z,
- Business Development Basics,
- Teamwork,
- Full proficiency on Microsoft Tools, especially Excel & PowerPoint



### ● Beauty Advisor

Sephora | Feb 2023 - Jun 2023

- Make n+1 sales - 15% increase in focus figure
- Product knowledge and customer advice
- Building customer loyalty
- Proceed detaxe with international clients



### ● Public Relations Manager

Sofitel Dubai Downtown | Sep 2021 - Feb 2022

- Liaise with the marketing department to promote Heartist profile on Social Media such as LinkedIn & Facebook.
- Event Coordinator for the French Pavillion at EXPO DUBAI 2020. PR relations for important events such as Cartier, L'Oréal & ACCOR GROUP at the French Pavillion.
- E-mail communications for all promotions, new joiners.
- Update training tracker on monthly basis.
- Being part of the recruitment process and government relation process.
- Internal & external communication. Collaborated for the Expo 2020 Dubai.



### ● Content Manager

L'Oréal | Jan 2021 - Jun 2021

- Develop IT content for: Beauty Tech, events at L'Oréal, new tools for employees, IT achievements as well as the L'Oréal LinkedIn page.
- Develop the monthly newsletter and publish it on the L'Oréal corporate website.
- Organize this content into an editorial calendar and ensure that it is delivered on time through effective e-mailing campaigns.
- Measure content performance (testing and ROI) for greater efficiency.
- Develop communications plans in collaboration with L'Oréal Asia-Pacific (Shanghai) and AMERICAS (New York).



### ● Chef de produit Marketing

Affinity Petcare | Jan 2020 - Jun 2020

ANALYSIS:

- Distribution panels (Nielsen): monthly dashboard updates with analysis and action plan recommendations, innovation tracking, market trend analysis.

DIGITAL:

- Monthly activation of strategic plan content.
- Liaise with community manager to validate digital content (Facebook, Instagram, etc.).
- Website update [www.ultima.fr](http://www.ultima.fr)

PACKAGING:

- Participate in the creation of new packaging in liaison with agencies (innovations and renovations).

INTERNAL COMMUNICATION

- Creation of product sales pitches

-Updating sales tools: notebooks, product sheets, stationery, etc.

PRESS RELATIONS:

-Press relations activation: trade shows, influencers, journalists



● **Public Relations Specialist**

ROLEX | Nov 2019 - Jan 2020

Organisation événementielle de tennis Rolex Paris Masters 2019 au sein de l'agence CityOne Paris



● **Brand content marketing**

Julien Farel Group | Jun 2019 - Aug 2019

-Promoted cosmetics products on social media, increasing of 500 followers with one month.

-advised to the customers which products suited the best for them.

-analysed sales and drew conclusions on Excel

-presented the cosmetics through teleshopping home chanel QVC USA "JULIEN FAREL" in which the brand won 4 rewards as THE BEST PRODUCT OF THE YEAR on the Italian market.

-QVC listed on the stock exchange (NASDAQ) 14 billion annual turnover.

-processed the sale steps with important international customers such as journalists, bloggers, tennisman.

-connected with press for the UsOpen tennis as the brand is an official sponsor. Elaboration of press release.

-welcomed clients to the hair salon located in the "Loews Regency Hotel" - analysed the sell and elaborated conclusion on Excel



● **Assistant Customer Services**

Printemps | Dec 2018 - Feb 2019

-customer reception

-maintain the excellence and elegance of the La Maison Printemps

-offer services (Welcome card, Printania card, prepaid payment card, loyalty card)

-incoming payments/returns of articles

-application of the sales steps to Chinese and American buyers.

-tax refund for foreign customers among Australian, Chinese, Japanese and Americans customers

-phoning (200 customers contacted in 2 days following a special offer)



● **Retail Cashier**

Ralph Lauren | May 2018 - Aug 2018

- gained customer loyalty (1200 new members of R&L in 1 month)

- organised in the merchandising

- managed the stocks

- ensured the good running of the store

- processed in collection operations

## Education & Training

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2020 - 2021

● **Ecole W**

Double diplôme école de commerce Emlyon x Ecole de Communication appartenant au CFJ.,

2019 - 2023

● **emlyon business school**

International Business & Management,