



Faou Soulé

Marketing consultant and Fashion Advisor

Paris, France

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Languages

English (Fluent)

French (Fluent)

About

Highly skilled and adaptable professional with a hybrid background in project management, marketing, Fashion and creative industries management. Passionate about creative expression and design and seeking exciting and meaningful projects to contribute to.

Adept at analyzing data, fostering collaboration, and executing strategic initiatives, I am excited to contribute my skills to lead the team to new heights of efficiency and excellence.

BRANDS WORKED WITH

Esthet Studio

SAP

Experience

● Marketing Consultant and Fashion Advisor

| Sep 2022 - Now

Purpose-driven project manager offering expertise in brand, creative and Fashion product strategies as well as operations management.

- Conduct opportunity studies, market and trend research, strategic positioning, brand identity and platform development.
- Create compelling online and offline marketing and communication strategies.
- Provide creative direction and execute seamless event productions.
- Manage end-to-end product development, sourcing, and production processes

● Founder - Brand Strategist and Creative Director

Esthet Studio | Jul 2020 - Now

Founded and lead Esthet Studio a creative studio showcasing a creative culture through innovative ready-to-wear collections and the curation of impactful artistic projects.

- Demonstrate strong leadership and vision by guiding the entire creative process from concept to execution, inspiring a talented team and fostering a collaborative environment for creative exploration.
- Defined strategic positioning and value proposition that resonated with target audiences, aligning the brand with its unique identity.
- Coordinate the design, development and the production of the collections.
- Develop and execute 360° marketing strategy : social media, brand content & storytelling, growth marketing, events and collaborations.
- Actively promote the rich cultural African heritage, infusing each project with a distinct blend of contemporary art, Fashion, and traditional craftsmanship, while empowering local talents.



● Senior Functional Enablement Consultant (Catalog Knowledge Expert)

SAP | Jan 2012 - Jun 2020

Over 10 years of experience as a Functional Consultant with expertise in SAP Ariba buying solutions.

- Contributed to 10+ full end-to-end project lifecycles for major corporate clients such as Renault, Rio Tinto, Saint-Gobain, TotalEnergies, Givaudan, Nestlé, Tetrapak, and Burberry.
- Managed project scope, time, cost, and quality within the organization's project management framework, ensuring successful project deliveries.
- Conducted Gap Analysis, data migration, configuration, customization, testing, user training, documentation, and post-implementation support for enhancement projects.
- Successfully enabled more than 2000 electronic catalogs, enhancing procurement efficiency for clients.
- Acted as a liaison between stakeholders, including clients (buyers and

suppliers), internal teams (technical, product, sales), and external partners.

Education & Training

- 2019 - 2021 ● **Institut Français de la Mode**
MBA in Fashion and Luxury, Executive MBA, Global Fashion Management
- 2017 - 2019 ● **ESSEC Executive Education**
Master's degree in marketing & digital, Mastère Spécialisé, Management, Marketing et Digital
- 2004 - 2005 ● **Université du Littoral Côte d'Opale**
Master's degree in procurement & international trading, master Procurement and International Trading, Procurement and International Trading