

Julia Ravirova

International Marketing, Image & Communication

Neuilly-sur-Seine, France

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Languages

- Russian
- German
- French
- Estonian
- Danish
- English

About

Image

BRANDS WORKED WITH

- Makeup Creative Studio
- L'Oréal Luxe (Marketing Ope.) Select World
- Monte Carlo
- Clarins
- WELTON
- (CDD Maternity)
- Mercedes-Benz Parfums et AMG Parfums
- Marketing Development Perfumes

Experience

- Innovation Product Manager**
 Makeup Creative Studio | Jan 2015 - Jan 2017
 - Project development for Lucia Pica, International Makeup Designer, competition & future trends studies & analysis
 - Concept writing & innovative makeup product development for eyes, lips & nails
 - Development of Révolution de Chanel, first 3D printed mascara brush
- Project Manager**
 L'Oréal Luxe (Marketing Ope.) Select World | Jan 2014 - Jan 2015
 - Elaborating marketing & communication strategy, development of Candle Karl limited edition scented candle for Karl Lagerfeld brand, installing the brand at Rivoli Rive Gauche retailer, preparing & participating at Maison & Objets fair
- INTERNSHIPS**
 L'Oréal Luxe (Marketing Ope.) Select World (Jr. Account Executive) Sisley Paris (Marketing Dev.)
 - Monte Carlo | Jan 2011**
 2012 - 2013 Monte-Carlo
 - Clarins |**
 Paris INCC Parfums Paris COTY Paris
 - WELTON |**
- Global Image & Communication Manager**
 (CDD Maternity |)
 - Managing the image pole: 4 people (visual identity & content creation), development & implementation of global communication & marketing strategy, piloting & execution of projects, conception & organization of the presentation of the new collection during Fashion Week
 - Accompanying BUs (US, Asia) & Wholesale Partners in the global strategy execution and elaboration of the local strategy
- Global Brand Content Senior Manager**
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 - Conception, management & execution of 360° creative content for Clarins: CSR campaign 2023, seminar films, e-comm & digital visuals & texts, product launches & local market demands
- Global Brand Manager**
 Mercedes-Benz Parfums et AMG Parfums |
 - Elevating & redefining the aesthetics & image of Mercedes-Benz Parfums brand, rethinking the portfolio strategy with focus on profitability



increase, new product development

- Launching AMG Parfums brand, development of the new campaign and its 360°

- **Global Senior Product Manager**

Marketing Development Perfumes |

- MIU MIU: Conception & launch of Twist Eau de Magnolia with strong focus on Asia, development of the global campaign with muse Elle Fanning, managing the Twist franchise, development of campaigns for XMAS, CNY & China Love Day commercial animations

- CHLOE : managing Signature franchise, launch of Chloé L'EAU, development of campaigns for X-MAS & Summer Minis commercial animations

- BOTTEGA VENETA: product & 360° development for the Parco Palladiano collection, concept creation and integration of Daniel Lee's new creative vision

- BALENCIAGA: relaunching the brand under Demna Gvasalia's new creative vision, development of the new blockbuster pillar and its 360° with the new identity

Education & Training

- **ON INTERNATIONAL UNIVERSITY OF MONACO**

Master of Science,

- **Université Paris Dauphine**

in International Business,

- **UNIVERSITE PARIS SORBONNE IV**

French civilisation course (CCFS),

- **Copenhagen Business School**

Bachelor of Science,