



Shirley Regnault

Fashion & luxury communication specialist | Global Senior PR & Influence Marketing Manager @Burberry beauty (Coty)

Paris, France

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Links

[LinkedIn](#)

Languages

English (Fluent)

French (Native)

Spanish (Fluent)

Italian (Basic)

About

Communication & PR professional with 6+ years of experience. Let's tell the most beautiful stories together!

When I was a child, I wanted to be journalist, actress or president of the french republic. Years later, I finally found the common points of those desires : I deep dive into topics to create the most impactful stories, and spread it to the world.

After experiences at Veuve Clicquot, Nina Ricci or leading International PR & Communication for Waterdrop, I'm currently Global Senior IM & PR manager for Burberry beauty. This role of conductor drives me : being able to lead a global program, juggle creativity, analytical spirit and strategic vision, being at the heart of novelty while bringing a heritage to life.

I would be delighted to tell you more about what I could bring to your teams, both in terms of creativity and strategy.

Meet you on the other side!

BRANDS WORKED WITH

AMANTYS

Coty

Hollister Co.

LVMH

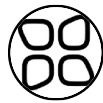
Nina Ricci

Perfect Model Management

ULLYS

waterdrop

Experience



● Head of Global PR & Communication

waterdrop | Sep 2020 - Aug 2023

Press relationships: Elaborated key message strategy | Led public relations and media relationships | Coordinated 8 PR agencies, 2 PR manager and 4 freelancers all over the world | Produced 10+ press launch events in main European cities | Organized interviews with B2B, business & lifestyle magazines worldwide (Vogue, The Financial Times, Vanity Fair, Forbes, Elle, El Mundo, Cosmopolitan, Grazia...) | Monitored trends, structured feedback, collected data, and drafted reports on specific media appearances
RESULTS: More than 450 clippings in the international press in 2020, more than 500 since the beginning of 2022

Media: Managed ad spending (TV) and impact analysis | Production of an OOH campaign (metro & radio) and of a video with a major FR online media outlet (BRUT)

Influence: Managed and analyzed performances of the Waterdrop french influencers program

Content: Collaborated with the brand image team to create relevant briefings and TV spot | Selection of relevant assets for press | Redaction of global press kits, press releases and sustainability brand speech | Coordination of video & photo shootings with agencies

Communication: Definition and implementation of the strategic communication plan worldwide | Established partnerships with NGOs, brands, celebrities and global events (Paris & Milan Fashion Week, WWF, Viktor&Rolf, Suki Waterhouse, Adidas, Calzedonia) | Conducted studies about hydration habits in Europe

Sustainability: Conducted studies | Developed a sustainability campaign

● Social Media Strategist

| Apr 2020 - Aug 2020

Content creation : food design, shooting, selection
Launch of LinkedIn, Facebook & Instagram pages
Global digital strategy, analyses & media-planning

- **E-Influence trainer**

| Mar 2020 - Jul 2020

Digital marketing trainer & lecturer for 160 Master's degree students from the Digital College, Paris
E-influence strategy and analyses



- **Retail & Business Development BtoC Manager - Jewelry**

AMANTYS | Jan 2020 - Mar 2020

Gemology: Management of a training program in gemology for clients | Diamonds & jewelry expertise
Sales & negotiation: Paris Flagship manager | Achieve sales target by offering tailor-made modification according to customer needs | Client experience & care
Product & Visual Merchandising: Creation of VM guidelines
Content production: Creative thinking and content production management for social media & the official website



- **Product Marketing Manager**

LVMH | Sep 2017 - Oct 2018

Product Management: Developed 2 commercial offers, from creative briefs to final production (2019 program)
Global strategy: Conceived launchpacs and activation guidelines for Moët Hennessy subsidiaries
Creative thinking: Part of the creative and strategic process (design and roll-out of new offers and programs)
Content production: Supervised commercial photo shootings, and digital content movies creation with global agencies
Digital influencers: Managed "Clicquologist" influencer program (recruitment, annual plans)



- **Product Manager**

Nina Ricci | Jan 2017 - Jul 2017

Collection development (S/S 18'): Sourced materials & suppliers, collection plan elaboration
Content production: Organized commercial and internal photo shooting, conceived sales books and products brief for buyers
Product Management: Analyzed sales performance, budget monitoring, press orders



- **Business Developer & Press Relations Manager**

ULLYS | Jun 2015 - Sep 2015

Business development: Developed new point of sales and partnerships to increase brand awareness (e-shop, corners)
Press Relations: Wrote press releases, in charge of media coverage and digital influence strategy
Events: co-organized "L'Odyssée des Créateurs" at the Carlton Hotel (Lille) with local fashion designers

- **Booking agent & communication assistant**

Perfect Model Management | Jun 2014 - Dec 2014

Booking: Organized castings for the children department
Sourcing: Reception and follow-up of new applicants in order to find new faces
Negotiation: Closed contracts with clients and helped with the administrative workflow (hiring, booking, legal matters)



- **Brand Representative**

Hollister Co. | Dec 2013 - Jul 2014

Sales: Selected among 500+ applicants to be part of the flagstore's opening team, over-achieved sales target
Operations: Followed visual merchandising guidelines, welcomed and advised international clients



● Senior PR & Influencer Marketing Manager, Burberry
beauty global

Coty | Sep 2023 - Now

Education & Training

- 2020 - 2020 ● **London College of Fashion**
Online self-education - MOOC, Fashion & Sustainability : Understanding
Luxury Fashion in a Changing World
- 2017 - 2018 ● **Neoma Business School**
MS Marketing Research and Decision Making (work/study training pro-
gram), Marketing
- 2016 - 2017 ● **ISTC**
Master's Degree in Marketing, Sales & Communication, Communication
- 2015 - 2015 ● **CEU San Pablo**
Bachelor's Degree in Media & Public Relations, Public Relations
- 2013 - 2016 ● **ISTC**
Bachelor's Degree in Law, Economics and Marketing , Management