



PROFIL

- Global & Central retail team
- Visual merchandising
- Trade marketing
- Project management
- Cosmetics & luxury industry

EDUCATION

Master in Marketing
Msc Management in Design & Luxury
ICN Business School (France)
2010 - 2014

Bachelor of Management & Economics
Institut Catholique de Lille (France)
2008 - 2010

SOFTWARE

- Office 365: good
- IWD: good
- Photoshop: intermediate
- InDesign: intermediate

LANGUAGE

- French: native
- English: C2
- German: B1

INTERESTS

- Circuit trails: Dents Blanches, India, Nepal, Peru, Chile
- Running: half-marathon (2024 Geneva in 1h51)
- Sport leisures: kundalini yoga, swim

Trade Marketing Specialist

EXPERIENCE

- **Customer experience specialist** August 2024
Digitalizers | Geneva
 - Training in digital tools (HubSpot) and agile method woorking (SCRUM)
- **Retail operations specialist** Sept 2023 - March 2024
Vacheron Constantin | Geneva
 - Deploy the customers personalisation (new embossing offer) and the customer experience (laser machine, perlage, chronogram) in boutiques
 - Support boutiques opening including 2 new flagships
 - Elaborate the CS services chapter of the Retail Book
- **Visual merchandising project manager** Dec 2022- Aug 2023
Vacheron Constantin | Geneva
 - Responsible for permanent VM displays (x100 dors)
 - Develop the new retail staff uniforms collection
 - Launch a new olfactive atmosphere in boutiques
- **Retail marketing operations manager** July 2020- June 2022
Swarovski | Zürich
 - Manage the new store concept VM-launch: order system, forecast tools, guidelines, digital markets training
 - Create and manage the VM community
 - Share VM contents for the e-learning platform
 - Onboard and manage 1 intern
- **Visual merchandising manager** Feb 2020- Jun 2020
Swarovski | Zürich
 - Manage the Long Life Tool category displays: production, maintenance, budget (x5000 doors)
 - Create the global retail marketing guidelines and manage the translations
- **Visual merchandising assistant manager** Feb 2019- Jan 2020
L'Oréal UK&I - Lancôme | London
 - Manage the VM solutions for the counters update (x600 doors): POS production, lightboxes, digital screens, planograms, windows take-over, event sites, pop-up sites
 - Manage all the VM for a new concept store in the new beauty hall in Harrods
- **Visual merchandising assistant manager** Feb 2016- Jan 2019
L'Oréal UK&I - ACD | London
 - Develop from A to Z promotional and permanent POS
 - Budget owner and creation of PO
 - Onboard 3 new starters

AMANDINE PATRAS

Trade Marketing Specialist

INTERNSHIPS

- **Marketing & VM coordinator** 3 months - 2015/2016
Deckers Group UK - UGG | London
- **Event & marketing assistant** 3 months 2015
The French chamber of Great Britain | London
- **Sales associate** 9 months 2014/2015
Harrods - Chanel | London
- **VM assistant projects manager** 6 months 2014
L'Occitane CWE | Paris
- **Marketing assistant** 6 months 2016
Le petit Futé | Cairns, Australia
- **Assistant project manager** 6 months 2012
MEDIA6 | Paris
- **Beauty consultant** 2 months 2011
Le Printemps - YSL & Lancôme | Lille, France