



# Trade Marketing Specialist



## 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 leisure: kundalini yoga, swim

## EXPERIENCE

### Customer experience specialist

August 2024

Digitalizers | Geneva

- Training in digital tools (HubSpot) and agile method working (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

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- **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