



Adele Durlicq

Freelance Marketing Consultant

📍 Paris, France

✅ Adele is **Available to work**

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Work Preference

Location: Open to relocate

Pattern: Open to Full time or Part time work

Employment: Freelance Assignments, Hourly Consulting

Skills

Marketing (Advanced)

Strategic Marketing (Advanced)

B2C Marketing (Advanced)

Digital Marketing (Advanced)

Social Media (Advanced)

Social Media Marketing (Advanced)

Marketing Strategy (Advanced)

Management (Advanced)

Communication (Advanced)

Press Relations (Advanced)

Wholesale (Advanced)

Customer Acquisition Strategies (Ad...

Customer Relationship Management...

Copywriting (Advanced)

Project Management (Advanced)

About

A driven and multifaceted brand builder & marketer with highly international profile and 10 years' experience within luxury groups and independent DTC fashion brands. A passionate team leader with a proven track record in successfully delivering cross-functional projects in digital-first and omni-channel environments. Now excited to dedicate herself to a new challenge, with an innovative and value-driven company and team that will benefit from her entrepreneurial spirit.

BRANDS WORKED WITH

Baya

Chanel Chanel Rue Cambon Flagship

Demellier Ltd.

J. Choo Ltd.

Loewe Lvmh Fashion Division Asia Pacific

Printemps Headquarters

Vacheron Constantin Richemont Asia Pacific Ltd.

Experience

● Sales & Marketing Director

Demellier Ltd. | Aug 2018 - Jan 2022

Leadership of the brand's overall strategy & Team development:

- Designs and implements the brand's strategy alongside the Founder, setting business and sales objectives and delivering the roadmap to reach them.
 - Identifies and leads the development of new growth avenues for the brand (new markets, channels, audiences, categories).
 - Built from scratch and manages processes, KPIs and reporting tools for the marketing, sales & ecommerce verticals.
 - Built and recruited the sales & marketing team, helped the Founder to structure and recruit the team across departments.
 - Passionately leads and nurtures a young, eager-to-learn team of 4 direct reports across functions (Customer Services, Wholesale, Marketing & PR).
- Leadership of the Marketing & Communications department:
- Plans, coordinates and implements effectively the marketing strategy across all relevant touchpoints and channels (email marketing, direct mailing & CRM touchpoints; PR, celebrities and influencers marketing; affiliates marketing; organic and paid social media; digital marketing, PPC & ecommerce website optimisation) to optimise and maximise brand positioning and awareness, traffic and sales objectives, customer acquisition & customer loyalty.
 - Strategically ideates, implements and leverages seasonal collection launches, special projects and tactical commercial animations to reach a sustainable, long-term growth.
- Leadership of the Sales department – Ecommerce & International Wholesale:
- Manages Ecommerce and Creative teams to target key audiences and markets with relevant messages through paid social strategies, CRM campaigns and website optimisation. Special focus on key markets for online business: US, UK & Europe.
 - Oversees the launch of the brand in China, building and developing brand presence and awareness in Chinese social media and ecommerce platforms (WeChat, RED, TMall).
 - Started and developed the brand's wholesale activity, now with key accounts worldwide in all strategic markets.
- Product & Collection Merchandising:
- Develops and oversees the collection and merchandising plan with the Founder & Creative Director.
 - Orchestrates the Design, Production, Creative and Ecommerce teams to ensure timely and successful launches of new products.

● Freelance Marketing Consultant

Baya | Feb 2018 - Jul 2018

● Marketing Manager, Global & Special Projects

J. Choo Ltd. | Jan 2017 - Aug 2018

Languages

English (Fluent)

French (Native)

Spanish (Basic)

French

Global Marketing Projects Management:

- Designed and coordinated seasonal marketing campaigns and one-off special projects with key stakeholders.
- Managed the Made-To-Order programme (in stores and online) and collection updates with key departments internally.
- Oversaw the customers gifting programme in line with customer segmentation. Marketing Management for Regions:
- Communicated marketing plans to regional teams and owned the global marketing and events calendar.
- Provided strategic direction to Regional teams and monitored local execution and results of regional marketing initiatives.
- Facilitated market materials and support from Head Office to regions (US, Japan, Asia and EMEA, including franchise partners). Retail & Omni-Channel Marketing:
- Designed new client acquisition strategic guidelines and oversaw impeccable and effective implementation by regions.
- Created in-store marketing tools in line with regions' needs (e.g. events, boutique animation, clienteling tools).
- Developed omni-channel touchpoints with CRM and Digital teams and fosters multi-channel relevancy for marketing tools. Managed Global Media Planning and Reporting, in line with the brand's strategy and budget. Managed the Creative Services requests and calendar with Brand Image team to deliver relevant assets and collaterals on time.

● Business Analyst

Loewe Lvmh Fashion Division Asia Pacific | Jan 2013 - Jul 2013

● Regional Marketing Assistant Manager

Vacheron Constantin Richemont Asia Pacific Ltd. | Aug 2013 - Dec 2016

Regional Marketing Coordination & Cross-Functional Project Management for Asia Pacific region (12 countries) 360 Marketing, Large-Scale Events & Retail Project Management Budget Management and Strategic Support - reported directly to Regional Marketing Director

● Assistant Partnerships Manager

Printemps Headquarters | Jul 2011 - Dec 2011

● Sales Assistant

Chanel Chanel Rue Cambon Flagship | Jun 2010 - Oct 2010