



Rawane Sleiman

Senior Key Account Manager for Estee Lauder companies at Tag

Paris, France

Rawane's availability **should be discussed**

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Links

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Work Preference

Location: Open to relocate

Pattern: Open to Full-time work

Employment: Freelance Assignments, Permanent Positions, Hourly Consulting

Skills

Proactive Monitoring (Advanced)

Problem Solving (Advanced)

Decision-Making (Advanced)

Creative Solutions Provider (Advanced)

Confidence Building (Advanced)

Leadership (Advanced)

Collaborative Decision-making (Interme...

Languages

English (Work Proficiency)

French (Work Proficiency)

Arabic (Native)

About

Multipotentialite Project manager and specialist in design and strategy solutions for luxury and premium brands, with 7 years of experience in marketing & merchandising, entrepreneurship in leather goods, and interior architecture. Proven skills in managing and implementing projects and brands, from concept to delivery. Passionate about sports (swimmer, yogi, runner), theatre, and dance (contemporary and Latin), with an interest in the relation between cinema and architecture.

BRANDS WORKED WITH

- Communis
- Coty
- Un Jour Ailleurs
- Neopreneur
- casafekra
- Rawane Sleiman

Experience



Client Relationship Manager

Communis | Jun 2021 - Now

For Home care, fabric care and health care



Global Merchandising Project Manager

Coty | Feb 2020 - Apr 2020

Contributed to the implementation of the permanent merchandising guidelines for Gucci Perfume & cosmetics, maintaining a proper brand representation, and optimizing the shopper experience for + 30 POS (Point of sale)

- Collaborated with worldwide markets in developing, validating, and implementing local projects (reviewing TD and 3D renders), according to local needs, in compliance with Gucci global guidelines
- Partnered with Trade Marketing, Marketing, and Purchase teams to align and apply projects within the 360° strategy
- Supported in merchandising guidelines deployment for worldwide markets to implement the global strategy and ensure the success of product launches
- Supervised global production items following a standardized quality and defined budget



Global Merchandising assistant

Coty | Aug 2019 - Jan 2020

Participated in developing temporary & permanent global merchandising guidelines for Bottega Veneta, Chloe, Lacoste, and MIUMIU Perfume and skincare

- Enhanced guidelines by teaming-up with Marketing and design agencies to ensure best application of the 360° strategy
- Identified best practices on the markets to develop Global Success Models via competitive intelligence, competitors benchmark, materials research, and fairs & store visits
- Contributed to 3 perfume pillar and 1 skincare launches
- Co-organized 1 internal event with the collaboration of the cross-branding team, marketing, studio, and suppliers making sure to deliver on time with the best brand image representation for all 4 brands



In company project as junior consultant

Un Jour Ailleurs | Apr 2019 - Jun 2019

Studied and developed the market strategy implementation of the brand in the Chinese market

- Led market research, competitive benchmarking, and studied local distribution channels
- Conducted surveys to better understand the Chinese consumer
- Proposed recommendations and action plan to the brand's CEO and the program director - on different distribution channels



● Design thinking methodology

Neopreneur | Jun 2017 - Aug 2017

Participated in a Design Thinking workshop with the aim to build a strategy on "Strengthening The Cultural Community in The City of Byblos" (Lebanon). Applied the design research model that consists of three phases: Inspiration, Ideation, and Implementation in a social innovation project for Neopreneur.



● Project Manager - Furniture Solution Advisor

casafekra | May 2016 - Nov 2016

Took part in the development of furniture design and execution drawings, for several public spaces (pubs & restaurants chain), in Lebanon, Dubai, and Qatar

- Collaborated with manufacturers, suppliers, and different departments to ensure continuity of work and on-time delivery
- Supervised furniture installation on-site following developed floor plans
- Prepared bill of quantities (BOQ) and specifications
- Coached an intern through a summer internship program

● Founder

Rawane Sleiman | Sep 2015 - Aug 2018

(RAWANE SLEIMAN is no longer operational due to my permanent move to France) Led all processes of the brand management and the product development. Set the brand & marketing strategy and the business model, with no initial funding. Management: Strategy & operations

- Lead all processes from developing a concept design to a finalized product, using the "saddle-stitching" technique.
- Piloted one-on-one client meetings identifying their needs and propose adapted solutions, leading to authentic relationship and customer loyalty.
- Selected and negotiated skin prices with suppliers respecting the client's budget, ecological aspect, and quality. Digital Marketing
- Setup of digital marketing platforms (web site (rawane-sleiman.com) & Social Media: Instagram, Facebook, and Twitter - @rawane.sleiman).
- Supervised photo shooting sessions with the photographer.
- Prepared social media posts: the selection of pictures, writing of the captions, and hashtags by creating storytelling adapted to the targeted audience, leading to the growth of client acquisition and brand exposure image
- Set posting schedule and followed up on all social media platforms' evolution, hence, increased the brand's online presence
- Analyzed competitors' social platforms. Achievements
- Designed, Executed, and Delivered +200 leather items (wallets, holders, bags, backpacks).
- Produced and handed over 1500 embossed leather bracelets in 1 week, supplying an international event hosted in Lebanon.
- Created coherent collections for the artist's exhibition held in Byblos.