



# Roxane Jacobs

Public Relations and Marketing

📍 London, UK

✓ Roxane's availability **should be discussed**

[Portfolio link](#)

[Portfolio file](#)

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## Links

 [LinkedIn](#)

## Work Preference

Location: Open to relocate

Pattern: Open to Full-time work

Employment: Permanent Positions

## Skills

Marketing (Advanced)

Public Relations (Advanced)

Press Releases (Advanced)

Campaign Strategies (Advanced)

Event Coordination (Advanced)

Marketing Activation (Advanced)

## Languages

Spanish (Basic)

Dutch (Fluent)

English (Fluent)

French (Fluent)

## About

Driven and passionate PR and Marketing professional, specialised in the fashion/luxury industry. Gained insight in the industry through several jobs in leading groups, through a Luxury Brand Management Master's degree and through two academic theses. Quadrilingual speaker having studied and worked in multiple countries (BE, NL, AUS, FR, ESP and UK). This provided a cultural sensitivity allowing to effectively work with different nationalities, personalities and cultures.

### BRANDS WORKED WITH

Bulgari

Nodalview

Yves saint Laurent

## Experience



### Public Relations and Communications Executive

Bulgari | Jan 2022 - Now

PR position in English to develop Bulgari's Jewellery and Accessories visibility in the UK with a focus on Celebrity, Influencer and Press endorsements:

- Cover stories, shoots and large-scale features organisation across lifestyle and business publications (Telegraph, Vogue, etc.)
- Endorsements and dressings organisation with high-profile global celebrities and influencers (Naomi Campbell, Lashana Lynch, Victoria Magrath, etc.)
- Management of press, influencers and celebrity contacts database and building strong relationships with them to deliver coverage
- Copywriting and sharing of press release materials
- Events and press days organisation, support and sourcing of suppliers (First BAFTA x Bulgari partnership, LFW Press Days etc.)
- Product placements and seeding campaigns organisation (Casablanca x Bulgari, Jubilee Tiara etc.)
- Stock-control and stock takes using SAP processing
- Features placement in print and online press clippings, and monitoring coverage to build weekly reports
- Management and training of PR Assistant



### Marketing and Brand Experience Assistant

Yves saint Laurent | Jan 2020 - Jan 2022

Position in English for the UK and Ireland to support YSL Beauty's Marketing, Activation and Engagement teams:

- Review panel management for D2C E-commerce
- Sampling action management for YSL Beauty and across L'Oréal Luxe
- D2C E-commerce support (PDP optimisation, foundation shade finder implementation etc.)
- Gift With Purchase support including forecasting, tracking and creating local subcon briefs for new launches and key moments
- Competitor analysis and recommendations implementation on D2C Ecommerce
- virtual consultation and virtual try on
- Corporate events organisation and planning (First online retailer strategy event organised)
- Sales Drive store allocation for Makeup, Perfume and Skincare launches and on-going moments
- Raise all finance purchase orders in SAP and track • them accordingly



### Marketing Assistant

Nodalview | May 2018 - Sep 2018

Marketing and Communications summer position in French, Dutch and English for the Belgian and French Real Estate market.

- Updated Nodalview's website and blog.
- Created and realised videos explaining the usage of the company's

products.

- Wrote new blog articles and tutorials texts explaining the usage of the products step-by-step.

- Translated texts and articles in English, French and Dutch.



## ● Marketing Assistant

Bulgari | Feb 2017 - Aug 2017

Position in Dutch, French and English for the Perfume section in the BeNeLux:

- Events organisation for perfume launches, trainings and sponsoring in NL and BE
- E-commerce update and management for each retailer's eShop.
- Writing of all Bulgari Perfume descriptions in French and in Dutch for all retailers' websites.
- Trade Marketing Activities creation and development for new perfume launches.
- Marketing Budget file update.
- PR support, assistance and follow up.

## Education & Training

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### 2018 - 2020 ● Goldsmith University of London - United Kingdom

Master's Degree, Luxury Brand Management

### 2015 - 2016 ● RMIT University - Australia

Exchange Program, Communication and Media

### 2014 - 2018 ● The Hague University of Applied Sciences - The Netherlands

Bachelor of Arts, International Communication Management