



Aurélie W.

Chief Marketing Officer

📍 Grand Paris, France

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Links

 [LinkedIn](#)

Languages

French (Native)

English (Fluent)

German (Basic)

About

Love to impulse teams to create new concepts and to ultimately improve customer experience, conversion and loyalty.

Passionate about detecting brand strategic assets and developing them into growth initiatives plan.

Ability to work in challenging environments and proven success in leading, motivating and mentoring teams.

Strong communication skills.

BRANDS WORKED WITH

CARLIN CREATIVE TREND BUREAU

CBA Design

Galoche & Patin

Groupe Chantelle

Johnson & Johnson

L'Oréal

Experience



● Chief Marketing Officer

Galoche & Patin | Feb 2021 - Now

- o Creation of the digital brand platform
- o Implementation of the communication and marketing strategy
- o Growth & activation
- o Managing SEO, SEA, marketing automation
- o Follow up Social Media, Influence, PR
- o Partnerships management

● Merchandising Manager

Groupe Chantelle | Jan 2018 - Sep 2020

- Partnered with local teams to ensure brand marketing initiatives are implemented
- Build recommended product assortments to support overall business objectives
- Analyses sell in and sell out data & KPI to identify risks and opportunities
- Support the development of the communication and training calendar
- Leadership and management of a team of 3 people

● Head of Collections - Passionata

Groupe Chantelle | Sep 2016 - Jan 2018

- Managing the product development process (700 SKU/year)
- Follow up on market trends and consumer insights
- Responsible for the pricing of the collection according to the target positioning and margins
- Collaborate cross functionally to ensure the proper implementation of strategies
- Leadership and management of a team of 3 people

● Marketing & Communication Manager

Groupe Chantelle | Jan 2011 - Sep 2016

- Responsibility for the brand positioning and customer engagement
- Partnered closely with sales to ensure support plans for all key accounts on the french market
- Development and implementation of effective marketing plans for 2300 POS
- Drive the profitability and pricing strategy
- Responsibility for the media planning, digital eco-system and PR orientation
- Leadership and management of a team of 4 people

● Brand Manager Passionata

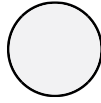
Groupe Chantelle | Jun 2008 - Jan 2011

- **Export Product Manager**

Groupe Chantelle | May 2006 - May 2008

- **Junior Product Manager**

Groupe Chantelle | May 2005 - May 2006



- **Communication project manager**

CARLIN CREATIVE TREND BUREAU | Jan 2005 - Apr 2005



- **Product assistant**

Johnson & Johnson | Jul 2004 - Dec 2004



- **Product assistant**

L'Oréal | Jan 2003 - Jul 2003



- **Communication assistant**

CBA Design | Jul 2002 - Dec 2002

Education & Training

2000 - 2004

- **EDHEC Business School**

Master's degree,