



Margaux Dezan-dre-Vu

Marketing Specialist in Perfumes, Beauty & Packaging

Paris, France

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Links

[LinkedIn](#)

Languages

English (Fluent)

French (Fluent)

German (Work Proficiency)

Chinese (Basic)

Japanese (Basic)

Vietnamese (Basic)

About

Multi skilled gen Z professional specialized in marketing of beauty Packaging & gifts project manager for Act Beauty
Brand Manager for Playboy, Cerruti, Pascal Morabito, Weil fragrances @Designer Parfums @NEW DEAL
Marketing specialist, fine fragrance/haircare @Symrise @Univar Solutions
Free-lance propsmaker
Master MIPC @ISIPCA/ESSEC/University of Cergy '18-19

BRANDS WORKED WITH



Experience



● Product manager

ACT BEAUTY | Jun 2022 -

Responsable des comptes clés luxe,
Développement du CA,
Pricing et élaboration des propositions commerciales,
Lancer & coordonner les développements avec les différents services,
Gérer & suivre les projets & commandes,
Excellente connaissance technique des matériaux, produits, processus industriel
Gestion commerciale assurée via ERP INCWO,
Veille concurrentielle & étude des tendances du marché,
Développement de plaquettes commerciales
Prospection internationale
Participation aux salons professionnels,
Animation des RDV commerciaux,



● Cheffe de produit

New Deal | Feb 2022 - Apr 2022

Gestion des marques Weil, Pascal Morabito, Coup de Cœur, Saint Hilaire, Georges Rech
50+ SKU parfums, 6 SKU bougies

Création de nouveaux concepts et branding produit
Suivi olfactif
Création de supports visuels et événementiel
Partenariats et influence



● Global Marketing Specialist

Univar Solutions | Oct 2021 - Dec 2021

Global Marketing Specialist Beauty & Personal Care
- YOU SIM kit campaign launch
- MAF #1 "Solid Hair Conditioner"
- MAF #2 "Bio based emulsifier"

Exhibition & webinar planner, social media management



● Brand Marketing Manager

DESIGNER PARFUMS | Sep 2019 - Dec 2020

Playboy & Cerruti perfumes brand/product management cross cat. (showergel/deo/perfume/bodyspray)

Key milestones:

- MAKE THE COVER launch (new pillar for Playboy) in GER/AUS
- CERRUTI 1881 launch (flanker) in FR
- 2021-2023 new concept development (new category, flankers) for

EU/LATAM/US/CN markets

Concept to final execution, off/online campaign & launches, GWPs/gift-set/POS program, brandbook, pricing, assets management, market tracking (UK/FR/GER)
Agency & fragrance houses coordination, market study, operational marketing



● **Hostess**

Epic Games | Oct 2018 - Oct 2018

Multilingual hostess (German, French, English) at the Fortnite booth for EPIC GAMES during Paris Games Week 2018.

● **Junior Project Manager Fine Fragrance**

Symrise AG | Aug 2018 - Sep 2019

International marketing projects focused on fine fragrance, (spe. lifestyle and prestige). Multi-disciplinary team projects with graphic designers and salesforces. Trends & market tracking. Olfactory & data analysis.



● **Hostess**

Epic Games | Aug 2018 - Aug 2018

Multilingual hostess (German, French, English) at the Fortnite booth for EPIC GAMES during Gamescom 2018.

● **Hostess**

orange | Nov 2017 - Nov 2017

Multilingual hostess (German, French, English) at the Orange Games booth for Orange during Paris Games Week 2017.

● **Content Manager**

Agence Capeline | Sep 2017 - Jul 2018

Content manager pour le site spécialisé dans la coiffure Biblond.com
- Rédaction de contenus spécialisés b-to-b coiffure (consultables ici <http://www.biblond.com/author/margauxdv/>)
- Management et animation des communautés (commentaires, administration, messagerie privée)
- Relations externes (coordination des pigistes, partenariats, réception des collections des coiffeurs)
- Développement graphique cross-plateforme et habillage (wordpress, montages audios et visuels...)

● **Creation Executive**

Gogol Premier | Jan 2010 - Jan 2018

Print & web projects, fashion design, propsmaker, merchandising, helpful hand in events...

Education & Training

2018 - 2019 ● **ESSEC Business School**

Master 2 Marketing International de la Parfumerie et de la Cosmétique - MIPC,

2018 - 2019 ● **CY Cergy Paris Université**

Master 2 Marketing International de la Parfumerie et de la Cosmétique - MIPC,

2018 - 2019 ● **ISIPCA**

Master 2 Marketing International de la Parfumerie et de la Cosmétique - MIPC,

- 2017 - 2018 ● **Ecole Conte**
Master "Management of Fashion and Luxury",
- 2014 - 2017 ● **Université Paris-Est Marne-la-Vallée**
Licence of Foreign Applied Languages,
- 2011 - 2013 ● **Lycée Lamartine**
Baccalauréat L mention AB,
- 2010 - 2011 ● **Lycée Condorcet**
Baccalauréat L,
- 2010 ● **Collège Roland Dorgelès**
Brevet des collèges,
- **ESSEC Business School**
Master 2 Marketing International de la Parfumerie et de la Cosmétique - MIPC,