

Maguelone CALMELS

Project Manager



PROFESSIONAL SKILLS

Marketing & Communication Strategy
Trends analysis
Market Research
Project Manager
Event creation
Website Content Editor
Photoshop, In Design
Photography
Artistic Creation
Sales woman
Sewing clothes

PERSONAL SKILLS

Creative person
Entrepreneur
Organized and methodical
Professional
Social & Dynamic
Flexible
Motivated
Importance to details
Multi-tasks skills
Asian market knowledge

CONTACT

M: +33 (0)6 49 61 44 50
E: Maguelone.calmels@gmail.com

PLUS

English Fluent
Mandarin Chinese Level 2
Driving License & Boat License

ABOUT

I am an entrepreneur with experience in marketing and event industries among Parisian and Asian small and international companies.
At 34 years old, I am looking for missions where I could bring my expertise.

WORK EXPERIENCE

CO-FOUNDER WIGGLE COLLECTIVE

Thematic Events, Paris | Mai 2021 - Current

- Website content editor
- Strategic product development
- Conscious Festival participation at La Caserne

MANAGER AND FOUNDER MAHKA

Fashion, Art & Music Concept Store, Hong Kong | Sept 2015 - June 2021

- Management of the shop and its team, designing and production 21 clothes collections and uniforms for hotel groups and music festivals
- Organization of 70 events (among Asia and Paris)
- 500 Radio livestream Radio in 3 years, team of 4 people

SENIOR MARKETING EXECUTIVE GIVENCHY.MYWA

Watchmaking & Accessories, Hong Kong | June 2012 - Sept 2015

- Participation for production of 6 watch advertising campaigns, 40 press kits, product shot and packaging development.
- Annual participation of 4 showrooms/ fashion week Paris
- Marketing strategic implementation in Asia, Middle East, USA and Europe

SALES COORDINATOR MASSIMO DUTTI

Mid-range Ready To Wear, Oxford Street London| June -October 2011

- Management of the sales area of the women's section store in order to achieve daily sales objectives

EDUCATION

MASTER DEGREE IN STRATEGIC FASHION MARKETING

Saint Martins / London College of Fashion | 2010 - 2012

BACHELOR DEGREE IN FASHION MARKETING AND MANAGEMENT (WITH HONOURS)

Dong Hua Shanghai / Northumbria Newcastle University | 2008 - 2010

CHINESE LANGUAGE CERTIFICATE

Ujiao Tong Shanghai University | 2007

CHINESE / FRENCH MARKETING PROGRAM, TEAM MEMBER 'BDE'

Euromed Marseille Management School | 2005 -2006

SOCIAL AND ECONOMIC BACCALAUREATE (WITH DISTINCTION VERY GOOD)

Victor Segalen Hong Kong French International School | 2003 -2005