

ISABELLE VIEUX



INNOVATION | TECHNOLOGY
A LEGO COLLECTOR

CONTACT

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EDUCATION

**MASTER OF SCIENCE
LUXURY MANAGEMENT
AND MARKETING**
Emlyon Business School
Paris, London, Shanghai
2017 - 2019

**BACHELOR
INTERNATIONAL
BUSINESS**
Grenoble Ecole de Management
Grenoble, France
2014 - 2017
(Exchange semester in
Bocconi University, Milan)

**DIPLOMA
ARTS
MANAGEMENT**
Nanyang Academy of Fine Arts
Singapore
2011 - 2014

LANGUAGE

FLUENT IN ENGLISH
 FRENCH
 KOREAN

EXPERIENCE

COMMUNICATIONS AND EVENTS ASSISTANT
Cartier Women's Initiative, Paris (January - June, 2019)

- Responsible for Communications Projects: PR videos, website profiles and photos management.
- Developed strategic marketing plans for the event
- Printing program books, tote bags, brochures and etc.
- On-site events management and logistics operations (e.g. flights, hotels, transports, and restaurants).

JUNIOR CONSULTANT: CONSUMER RESEARCH
Breguet, Shanghai, China (April - June, 2018)

- Led analytical consumer research in Shanghai and developed strategic marketing plans accordingly.
- Analysing Chinese consumers' brand perception and competitive benchmarking.

MARKETING MANAGER
La régalade, Lyon, France (April - August, 2017)

- Created its brand identity and developed a successful website and social media and increased online and offline traffic by 40%.
- Executing strategies for all marketing channels to raise awareness of the business.

EVENT MANAGER
PyeongChang Music Festival, Korea (May - August, 2015)

- Management of over 20 classical music concerts.
- Responsible for: analysis of ticket sales, negotiating with performing artists, organizing opening ceremony, assisting partner dinner, and VIP guest management.

SOFTWARE

MICROSOFT OFFICE 
ADOBE PHOTOSHOP 
ADOBE ILLUSTRATOR 
HTML / CSS 