

MARKETING & COMMUNICATION DIRECTOR
+ 14 years of global experience in luxury
Graduated from Paris-Dauphine University
Trilingual French - English - Italian

2022 / GROUPE RÉMY COINTREAU

PARIS

2022 / Rémy Martin
International Brand Director

- **Global 360° marketing strategy with dedicated focus on Asia & GTR markets** 3-Y plans, pricing, CSR program, transversal animations, communication & 360° support
- **Leads innovation development** specifically QSS and major artistic collaborations
- **Team Management** : 3 people

2021 - 2022 / FREELANCE CONSULTING

PARIS

Clients include LVMH Holding, fashion brands and beauty start ups

2019 - 2021 / LVMH

SWITZERLAND

2019 - 2021 / Bulgari
International Marketing Manager Ladies Watches

- **Global marketing strategy for ladies watches category:** vision & 3-Y plans, budget, pricing, positioning, story-telling, innovations, 360° brand management inc. digital
- **Collection development and animation for ladies watches** in coordination with Creative Directors and Manufactures in both Swiss and Italy
- **Global watch communication campaigns & 360° coordination:** communication, PR, media, events, client experience, retail, merchandising, digital marketing (e-commerce, social media, influence, CRM, content factory)
- **International coordination:** major events, top management and key markets meetings
- **Team Management** : 5 people, marketing and transversal teams reorganization

2008 - 2019 / L'OREAL LUXE

PARIS & LONDON

2014 - 2019 / Designer Brands Fragrances
International Axis Marketing Director Fragrances

- **Global marketing & communication strategy** for Cacharel, Guy Laroche & Paloma Picasso fragrance licences (vision and 3-Y plans, budget, positioning, creative territories, story-telling, product development, animation, 360° brand management including digital)
-> **Cacharel +20%** after 10 year decrease
- **Product development: Yes I Am** (Cacharel /2018 #7 France & #1 Spain), masculine animation (Guy Laroche), carbon footprint and profitability improvement for the 3 licences
- **Communication:** 6 campaigns 360°, 3 digital activations, Instagram launch
- **Digital transformation:** digital marketing, SEO, influence, social media, e-commerce
- **International coordination:** top management, fashion houses & key markets meetings
- **Team Management** : 5 people, communication and digital teams reorganization

2013 - 2014 / Lancôme
International Senior Product Manager Make Up

2010 - 2013 / Lancôme
International Product Manager Fragrances

2009 - 4 months / Lancôme UK
Junior Trade Marketing Manager

2008 - 6 months / Shu Uemura France
Assistant Product Manager

2005 - 2007 / Flagship Store Manager - Daniel Crémieux

PARIS

2005 - 3 months / Junior Marketing Consultant - RBA

NEW YORK

2002 - 3 months / Junior Sales Associate - RBA

NEW YORK



Annabelle CARY

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EDUCATION

UNIVERSITÉ PARIS - DAUPHINE
2008 Master Degree 2 - #204 Marketing
Cum Laude
Paris - France

FACOLTÀ di ECONOMIA & ISAFI
2005 Master Degree 1 - International Business
Suma Cum Laude
Turin, Italy & Marseille, France

REFERENCES

Antoine PIN
GM Bulgari Horlogerie

Marie-Noël BARRERE
GM Bulgari France, Monaco, Benelux

Amaury VINCLET
Executive Director Rémy Martin

LANGUAGES & COMPETENCES

French – *Native*

English - *Bilingual*

Italian - *Bilingual*

Marketing strategy
Branding and communication
Digital marketing and e-commerce
Marketing studies
Product development
Story-telling and creativity
Content creation
Customer experience
Team management and leadership

INTERESTS & HOBBIES

Fashion & Design
Fine Dining & Arts de Vivre
Dance (+15 years of practice)
Bikram Yoga (+9 years of practice)