



Léa FILHOL

Digital Project Manager

Curious and enthusiastic, looking for new challenges and experiences in the digital field.

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WORK EXPERIENCES

Guerlain, Paris

Project manager assistant – Digital innovation (e-commerce & instore)

Jul – Dec 2020

- Participate in the development and management of digital projects including new technologies.
 - Mindscent: neural headset and visual interface allowing to discover the fragrance capable of providing the most positive emotions (conv rate 15-18% / opt-in rate 40-48%)
 - Virtual make-up: IOS app, allowing customers to try make-up virtually
 - E-commerce fragrance consultation: helping customers find the right perfume online
- Coordinate the implementation of projects with internal teams (PR, media, training, merchandising, CRM, e-commerce...) as well as with external agencies (developers, designers...)
- Coordinating and assisting markets in the deployment of projects on an international scale
- Manage features framing, acceptance testing and products maintenance
- Measuring the performance of innovations once they have been launched and studying market trends

Emma the Sleep Company, Frankfurt

Digital Marketing Manager - E-commerce

Apr – Jul 2020

- Develop marketing campaigns and update the website accordingly (via Magento)
- Assess project performance using analysis tools (Google Analytics, Power BI, etc.)
- Define a search engine optimisation (SEO) strategy for the French market
- Organise focus groups to redefine the communication strategy on the e-commerce platform
- Define a CRM / marketing automation e-mailing plan and measure the results

LVMH, Paris

Project manager assistant - Open innovation

Jan – Jul 2019

- Organising "DARE" intrapreneurship events internationally (strategy, logistics, internal communication, event planning, coordination of internal and external players, etc.)
- Support intrapreneurs' projects in Europe, Asia and America (POC, planning, pitch)
- Organise the DARE Acceleration Days and Vivatech to help projects develop.
- Monitor and coordinate the budget with suppliers
- Improving the support strategy of "La Maison des Startups" at Station F (50 international startups)

Lagardère Travel Retail, Paris

Product manager assistant - Internal brand development

Jan – Jul 2018

- Develop and manage 7 in-house catering concepts in travel retail (around 300 restaurants)
- Restructure the concept and offer of "Rustichelli & Mangione" and measure the results
- Produce and implement marketing campaigns (creation of POS...)

E-Voyages, London

Sales manager assistant

Mar – Jul 2017

- Create and manage tailor-made offers for the French market
- Produce support tools for the sales team
- Manage the customer portfolio (500 travel agencies in France) via the CRM tool Zoho

EDUCATION

Emlyon business school, France (Top 4)

2019 – 2020

Digital transformation, marketing & strategy | Specialization in digital project management
Projects for companies: e-commerce, CRM & website UX/UI | Agile methods: SCRUM, DT

Emlyon business school / Telfer business school, France / Canada - Ottawa

2015 – 2019

Specialization in luxury marketing: *digital marketing, brand management, consumer behaviour...*

SKILLS AND INTERESTS

Languages : French : fluent – English : fluent – Spanish : advanced

Software : Pack Office, Google Analytics, SAP, HTML/CSS/JS (notions), Magento, Power BI, Jira

Interests: Travel, photography, events, horse riding, new technologies