LISA-MARIE BAUWENS

TRILINGUAL CREATIVE AND STRATEGIC THINKER WITH EXPERIENCE IN PRODUCT DEVELOPMENT AND COPY FOR THE BEAUTY AND LUXURY INDUSTRIES

AVAILABILITY: SEPTEMBER 2020

SKILLS

HARD SKILLS

Project Management
Marketing Strategy & Analysis
Concept Creation & 360° Activation
Copywriting, Storytelling & SEO

SOFT SKILLS

Creative yet analytical
Autonomous and dynamic
Detail-oriented and highly organised

TECH SKILLS

Office Pack
Research tools: NPD & Orion
Notions of Photoshop, CSS & HTML

LANGUAGES

English
Dutch
French
German
Italian

REFERENCES

Camille Zébo
Group Manager Animations Givenchy
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Jade Dubois & Zoé Tacquard
Product Managers L'Interdit Givenchy
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CONTACT DETAILS

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PROFESSIONAL EXPERIENCE

PRODUCT MANAGER ANIMATIONS

Parfums Givenchy (LVMH Fragrance Brands) | January 2020 - present

Coordinating a variety of the following trade & KCP campaigns from strategy, concept and storytelling to the full 360° implementation (product offer, packaging, visuals, merchandising, digital, etc.): Christmas (ITO gift sets €27M), Chinese New Year, Mother/ Father's Day, Gift With Purchase (GWP) plan and retailer exclusives

PRODUCT MANAGER ASSISTANT L'INTERDIT

Parfums Givenchy | July 2019 - December 2019

Assisted two product managers in developing both catalogue products and limited editions on a Top 5 Sephora France franchise:
- 2020 plan: 360° consumer experience (sampling, ads, PR, etc.)
- 2021 plan: concept, storytelling, packaging, fragrance/formula

DIGITAL MARKETING ASSISTANT NYX MAKEUP

L'Oréal Belgilux | September 2017 - April 2018

Assisted national brand manager in driving the global marketing strategy across all digital channels (social, website and mailing)
- Content creation (visuals & captions) leading to 183% IG growth
- Influencer & community management and event organisation

ALLROUND COMMUNICATIONS

Freelance | January 2014 - present

Writing, translating and proofreading for a number of (online) luxury magazines such as Planet Parfum, Belmodo, Bo, Gentleman & Villas

EDUCATION

MSC INTERNATIONAL FASHION & LUXURY MANAGEMENT (CUM LAUDE)

Institut Français de la Mode, Paris | 2018 - 2019

Multi-disciplinary management and marketing program including business cases with Hermès, Dior, Prescription Lab and Givaudan

MA MULTILINGUAL COMMUNICATION: DUTCH - ENGLISH - FRENCH (MAGNA CUM LAUDE)

Ghent University, Belgium | 2016 - 2017

INTERCULTURAL TRANSLATION & COMMUNICATION

ISIT, Paris | 2015 (Erasmus semester)

BA APPLIED LINGUISTICS (MAGNA CUM LAUDE)

Ghent University, Belgium | 2013 - 2016