



# ANASTASIA MORARU

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## PROFESSIONAL EXPERIENCES

### **GLOBAL MERCHANDISING PROJECT MANAGER (CDD)** **COTY: BURBERRY FRAGRANCE**

February-July 2021  
Paris, France

- Evaluated project compliance and alignment with brand guidelines;
- Implemented changes to merchandising, retail and customer experience according to different market needs;
- Aligned the merchandising teams and the global markets in terms of needs and guidance;
- Decided approvals and conditions of 15+ new store openings and renovations;
- Coordinated visual merchandising projects for new product launches;
- Developed consumer experience briefs to create engagement in retail touchpoints;
- Follow-up of group targets, implementation of the "Go-to Market" strategy.
- Connected merchandising tools to education topics for consumer experience improvement in the Chinese market.

### **EMEA RETAIL & EDUCATION INTERN (INTERNSHIP)** **ESTÉE LAUDER COMPANIES: MAC COSMETICS**

July-December 2021  
Paris, France

- Assisted the brand directors in preparation of 10+ agendas, 5+ education trainings, 2 different kinds of newsletters, compiling videos etc;
- Took charge of the logistics of brand inductions and the follow-up trackers;
- Analysed the sell-out, conversion rate, traffic, doors openings with Power BI and ShopperTrak for current and previous 2 years;
- Collected feedback, best practices and MAC artists development KPIs from 18 brand affiliates, providing a very clear display of artist situation in the EMEA;
- Developed dashboards and PPTs to monitor KPIs & in-store non-negotiables;
- Supported the roll-out of omnichannel tools and new launches;
- Defined the guidelines of competition analysis from retail perspective.

### **ASSISTANT BRAND MANAGER (INTERNSHIP)** **RED THREAD BRANDING AGENCY**

March-June 2019  
Cluj-Napoca, Romania

- Outlined marketing studies, strategies and brand plans and delivered tools;
- Performed qualitative research and competition auditing;
- Created customer profiles and positioning strategies;
- Branding of a premium-product flower shop, a festival and wine bar by using a consumer-centric and storytelling approach;
- For the festival, because I suggested a change in the communication strategy, 1.4k people responded to the online event.

## VOLUNTEERING ACTIVITIES

### **DIGITAL MARKETING PROJECT MANAGER** **IAA YOUNG PROFESSIONALS**

February-November 2019  
Cluj-Napoca, Romania

- Co-managed a marketing-conference event;
- Coordinated logistic activities and followed up the progress of the project;
- Planned the Marketing/PR calendar and monitored online KPIs;
- Developed a social media strategy for an event;
- Created internal presentations and provided day-to-day support to the team;
- Prepared communication documents and PR initiatives.

## EDUCATION



### **MSC. FASHION, DESIGN AND LUXURY MANAGEMENT**

Grenoble Ecole de Management  
September 2020 - July 2022

Grenoble, France



### **BACHELOR OF BUSINESS ADMINISTRATION**

Babeş-Bolyai University  
October 2017 - July 2020

Cluj-Napoca, Romania



### **EXCHANGE PROGRAM - INTERNATIONAL MARKETING**

Zhejiang University of Science & Technology  
February 2018 - February 2019

Hangzhou, China

## LANGUAGES

English (C2) - CAE C2 Certificate  
German (B2) - bachelor studies in German  
French (B1.3) - 1 year living in France + courses  
Romanian (native).

## COMPETENCIES

- SPSS
- MS OFFICE
- POWER BI
- SHOPPERTRAK
- GOOGLE ANALYTICS
- MAILCHIMP
- SWAY
- PHOTOSHOP
- INDESIGN
- INSIDE LVMH LUXURY CERTIFICATE

## INTERESTS & HOBBIES

Photography;  
Interior design;  
Trend forecasting;  
Fashion and luxury;  
Social media.