



Donata Lopinska

BRAND CREATION AND DEVELOPMENT IN THE BEAUTY, FASHION & LUXURY INDUSTRY

Trilingual (English, French, Polish) with international experience (Warsaw, Paris, Stockholm), I am passionate about art and fashion design. With 7 years of experience in creative and operational marketing, on & offline communication and worldwide development, I desire to fully unfold my biggest talent related to the creative world of fashion, beauty & fragrances. Excellence, Passion, High Emotional Intelligence and Empathy are the words that characterise me.

Donata Lopinska

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PROFESSIONAL EXPERIENCE

2017 – TODAY **Oriflame Sweden**

Global Brand Manager | Stockholm

- Product creation and development from concept to communication for the Oriflame most premium makeup brand, with 75 M Eur sales
- Performance analysis of all makeup segments across Oriflame makeup brands and its KPIs implementation

2016 – 2017 **Estée Lauder Companies**

Fragrance Category & Promotions Marketing Coordinator
EMEA | Paris

- Marketing strategy consolidation for Aerin brand and Estée Lauder fragrances with an innovative approach to customer experience
- Implementation of promotion strategy recommendations, according to the NY HQ guidelines for all categories: skincare, fragrances and makeup

2015 – 2016 **France Cosmetics**

Fragrance & Beauty B2B Business Development Manager
Paris

- Development of new collections: fragrances, makeup et beauty accessories
- Definition of the pricing strategy and margin parameters
- Consolidation of the strategic presentations for client and negotiation of commercial terms with the selective distribution

2013 – 2015 **L'Oréal**

Junior Product Manager Travel Retail APAC – L'Oréal Paris
Clichy, France

- Management of the creation and development of Travel Retail Exclusive Collection for all L'Oréal Paris categories
- Analysis of the performance of L'Oréal Paris brand in e-commerce for APAC region (Tmall in China), definition of the O2O strategy with the recommendation of best practices
- Operational follow-up of the regulatory affairs for the strategic launch in Hainan

Assistant to Brand Manager Travel Retail APAC – L'Oréal Paris
Clichy, France

- Management of the Travel Retail Exclusive Collection from concept to print with POS tools development

Assistant to the Europe Zone Coordination Manager – L'Oréal Paris
Clichy, France

- Consolidation of the Media Plan for Marketing Director Europe Zone, competitor analysis

2012 **Oriflame Sweden**

Online Marketing Assistant | Warsaw

EDUCATION

2020 **Experimental Fashion Design** | Central Saint Martins
| London

2020 **Understanding Fashion: From Business to Culture**
| IFM - Institut Français de la Mode | Paris

2016 – 2017 **MBA | Luxury Brand Marketing & International Management**
| The Institut Supérieur de Marketing du Luxe
| Paris

2012 – 2013 **Postgraduate studies | International Management in Fashion**
| Kozminski Academy VIAMODA
| Warsaw

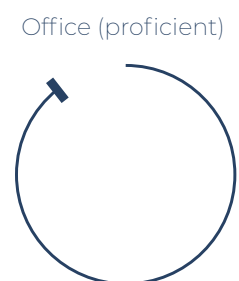
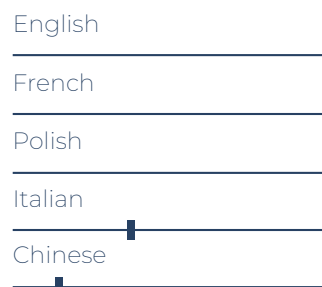
2010 – 2011 **Bachelor | International trade** | Paris Graduate
School of Management | Paris

2008 – 2010 **Applied Linguistics** | University of Warsaw
| Warsaw

ASSOCIATIONS

Member of Osmothèque International Perfume Conservatory, Mentoring of students from The Institut Supérieur de Marketing du Luxe for their final DMP project

LANGUAGES & SOFTWARES



INTERESTS

Fashion Design, Art, Painting (First individual exhibition at the age of 14), Cosmetics Innovation, Niche Perfumery, Classical Music, Piano, Personal Development