

Agathe BOUDINEAU

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PROFESSIONAL EXPERIENCE

Assistant Brand Manager – High-end Watch Industry

Raidillon | Brussels, Belgium | June 2018 – December 2018 & February 2019

Assisted in the management of the long-term strategic and day-to-day tactical activities and the sale of high-end Belgian designed watches with Swiss movements.

- Organized partner and client events such as fairs, annual rendez-vous (6H Classic Spa, Passion for Watches), and social events for customers relationship building
- Managed, edited and proofread all website content to ensure consistency with the brand image
- Managed and designed social media content strategy for two social media communities
- Created and coordinated pre-show product newsletter to customers
- Interacted and assisted customers with inquiries related to product offerings and pricing at the flagship store, fairs, and pop-up stores
- Worked as a sales assistant at the airport boutique

Assistant Operational Marketing & CRM Support

LIMRA EMEA | Barcelona, Spain | July 2016 – December 2016

- Organized a B2B event: 41st Life Insurance Conference of LIMRA EMEA (+100 guests, 3 days, 14 speakers)
- Created Marketing supports for commercial and internal presentations online and offline
- Communication: management of mailing and newsletters, as well as creation of content for social media: LinkedIn, Facebook
- Reported liaising with internal/external partners concerning various projects

Intern – Luxury Sector

Christian Dior Couture | Seoul, South Korea | February 2015

- Analysed news/tendencies of the Korean Fashion Retail and Luxury market
- Responsible for the liaison between stores through the Daily Sales Report

Christian Dior Couture | Paris, France | May 2014 – July 2014

EDUCATION

MSc in Marketing French Excellence

NEOMA Business School | September 2017 – December 2018 | GPA: 16,13 / 20

BSc in International Business – English Track

NEOMA Business School | September 2013 – June 2017 | GPA: 16,13 / 20

- Exchange year at Sungkyunkwan University from September 2014 to July 2015 (Seoul, South Korea)

SUMMARY

Recent-graduate with a MSc in Marketing French Excellence looking for an opportunity to leverage the knowledge and skills gained from the university in a career in luxury brand marketing.

Over one year of international experience in Brand Marketing and Event Management.

SKILLS

Software & IT

- WordPress - Beginner
- Shopify - Intermediate
- Pack Office - Intermediate
- Mailchimp - Intermediate
- Photoshop - Beginner
- HTML - Beginner

Knowledge

- Brand Marketing
- Luxury Marketing
- Operational Marketing
- Digital Marketing
- Services Marketing
- Haute Horlogerie

LANGUAGES

- **French** – Native
- **English** – Bilingual (TOEIC: 985/990)
- **Spanish** – Intermediate (B1)
- **German** – Beginner (A1)

INTERESTS & HOBBIES

- Photography
- Creative journals
- Blogging