

## JESSICA PEREZ

[1jessicaperez@gmail.com](mailto:1jessicaperez@gmail.com)

Global strategic marketing - Business development -  
Data analysis - Project management - Negotiating skills -

High attention to detail - Prioritize & deliver on time - People management and development.

*\*Additional less relevant experiences not listed below\**

### PROFESSIONAL EXPERIENCE:

#### LVMH / MAKEUP FOREVER – NYC

US Regional Strategic Marketing Manager Consultant

September 2017 – April 2018

- Lead the brand's 360 integrated marketing planning efforts against the overall brand/product calendar. Drive omnichannel strategy, planning and execution.
- Grow brand awareness, engagement, equity, and new client acquisition through identifying and implementing collaborative opportunities with new and existing partners - sampling and brand partnerships.
- Kick off and execute projects by working closely with creative, legal, education, sales, wholesale and finance. Develop assets, ensure product availability and deliver on time, budget tracking and cost of program negotiation.
- Drive post campaign data analysis to deliver actionable insights for future campaigns.

#### SHISEIDO / NARS COSMETICS – NYC

Global Business Development & Marketing – EMEA & APAC

January 2016 – August 2017

- Day-to-day interface between NY head office teams and International partners - ensure brand consistency, drive integrated alignment & execution on all marketing aspects for strong brand imprint and recognition.
- Optimize markets' strategic decisions with regions' Marketing Director by building bespoke marketing calendars aligned with local economy, holidays and consumer preferences.
- Develop localized marketing tools & specific product launches for regions to achieve their business goals: +54% FY 2016 in APAC, +37% in EMEA, +194% in Travel Retail ASIA.
- New market and counter openings in Europe and Asia (Germany, China, Switzerland, Middle East, etc.) by elaborating 360 product and brand strategies for successful launches and brand awareness.
- Lead pricing strategy in each market by analyzing local economy, competitors and currency fluctuations for best positioning and to increase profitability.
- Own launch feedbacks, present International marketing analytics to team leaders for campaign optimization.
- Own strong partnerships with HQ teams, International marketing directors and agency partners.

#### IDK-LE EUROPEAN DESIGNERS - BORDEAUX, FRANCE

Retail Marketing Manager

June 2008 – December 2012

- Track business KPIs to improve marketing strategy, drive sustainable business and guide future investments.
- Manage merchandising and planogram strategy, budget and execution for in store display.
- Drive buying and SKU assortment tactics, using consumer insights. Work on merchandising and sales planning to optimize new collection launch, ensure product performance aligns with sales trend & local consumer needs.
- Build ongoing communication with sales team to ensure they have product knowledge to exceed sales goals.
- Manage pricing strategy to drive sales and optimize margin. Identify underperforming items and recommend appropriate action. Develop and execute seasonal inventory liquidation strategies by analyzing retail sales KPI's.
- Handle and develop strong partnerships with over 70 suppliers (shoe/jewelry/accessories).

#### MINDSHARE – PARIS, FRANCE

Marketing and Media Planning Coordinator

October 2007 – May 2008

- Plan & optimize multimedia campaigns including new launches. Develop media strategy for all Mattel brands.
- Create & present media plans and media performance analysis to Mattel HQ executive leaders.
- Create a competitive analysis and market intelligence reporting.
- Own relationships with internal multimedia units, client and ad agency partners.

### EDUCATION:

Michel de Montaigne University- Bordeaux, France

A.I.C/D.U.T Advertising & Marketing - Presentation of a graduation thesis to a jury of advertising professionals.

### QUALIFICATIONS:

Languages: English (fluent) - French (fluent) - Spanish (proficiency).

Proficient in iOS and Windows based applications including Microsoft Suite (Excel, Powerpoint).

**\*\*\*US citizen. Born in New York, grew up and studied in France. Back in NY since 2013\*\*\***