

# Martin Roche

French | Male | 22 years old

*Target MSc: Luxury Management*

*EDUCATION BBA in International Management EDHEC Business School, Nice/Lille 2020 - 2024*

*Specialized in Luxury Brand Marketing.*

*Semester abroad at Fudan University, Shanghai.*

*PROFESSIONAL EXPERIENCE Assistant Product Manager Intern - Cartier (Richemont Group), Paris July 2024 - December 2024*

*Supported the High Jewelry department in preparing the global launch of a new collection.*

*Coordinated with the creative and supply chain teams to ensure product availability for boutique events.*

*Analyzed monthly sales performance and stock levels across global flagships.*

*Retail Intern - Louis Vuitton, Paris June 2023 - August 2023*

*Gained hands-on experience in clienteling and luxury retail operations at the Champs-Élysées flagship.*

*Assisted in the implementation of a new CRM tool to track VIC (Very Important Client) preferences.*

## SKILLS

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Technical: SAP, Salesforce, InDesign, Excel.

## LANGUAGES

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French (Native), English (Fluent), Mandarin (B1).

PERSONAL INTERESTS Fashion History, Horse riding, Photography.