

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

Technical: SAP, Salesforce, InDesign, Excel.

LANGUAGES

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

PERSONAL INTERESTS Fashion History, Horse riding, Photography.