



FABIOLA MARIA DA SILVA



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TO WHOM IT MAY CONCERN

It is with great enthusiasm that I submit my application for your consideration. With more than 5 years' experience within the cosmetic industry, I know my diverse skills and qualifications will make me an asset to your company. Enclosed is my resume for your consideration along with a brief summary of my strengths.

Some of my strengths are as below:

- Theoretical and practical knowledge of cosmetic and personal care formulations
- Quality control and brand management skills
- Building and maintaining supplier relationships
- Analysing market trends, competitor brands and P&L statements to create effective distribution plans for private and in house brands.
- Cosmetic claim substantiation and knowledge in conducting user/clinical trials
- Liaising with internal departments and also external certification bodies like SGS, Intertek, Cosmetic Laboratory Ltd, Valpak, etc.
- Knowledge of current global cosmetic regulations with in-depth knowledge of regulations within the EU, USA and Middle Eastern Countries.

My records of academic achievements and professional career history, demonstrates attributes that make me a valuable employee. My CV/Resume is enclosed to provide you with details of my skills and accomplishments, but I am certain that a personal interview would furthermore reveal my desire and ability to contribute to your organization.

Thank you for your time and consideration. Please do not hesitate to contact me if you have any questions.

I look forward to speaking with you soon.

Yours sincerely,
FABIOLA M. DA SILVA

PERSONAL INFO

Nationality: PORTUGUESE

Languages: ENGLISH &
PORTUGUESE

EDUCATION

2010 – 2014

BSC COSMETIC SCIENCE

*University of the Arts London
(London College of Fashion)
London, U.K*

2007 - 2010

A –LEVELS

Majors In Biology, Chemistry,
Psychology, Mathematics.
*Brentford School for Girls,
London, U.K.*



FABIOLA MARIA DA SILVA

PROFILE

Seeking a position within the beauty industry in a reputed and professional organization where I am able to utilize my knowledge and experience in brand management and distribution, skin care and beauty product formulation, beauty therapies, and product quality management issues within the different sectors of the industry to help the company meet and exceed overall goals while also enhancing my career.

EXPERIENCE

PRODUCT DEVELOPMENT / BRAND MANAGER

Multiplex International LLC Dubai, U.A.E. – May 2016 -Present

Product Development

- Developing new/existing products from concept through to launch
- Researching trends and new product concepts
- Creating product briefs, critical path and analysing post – sales performance
- Conductive competitive research, setting up and maintain quality standards, product specification, tech notes, costing and bill of materials.
- Sourcing and liaising with new/ existing suppliers from the Far East and Europe to develop SM, pre-production samples.
- Proof and approve all artwork relating to new/existing product packaging.
- Negotiate costing and minimums in order to achieve a positive margin in line with company targets.
- Identify new product range opportunities by branching out the product offering.
- Work closely with Sales, Marketing and production to ensure timely delivery.

Brand Management

- Brands managed: Elegant Touch, Eylure, UBU, QVS, Browtician, Xcluzive, Dr. Teals, Pretty by Flomar, Body Fantasies and Sexiest Fantasies.
- Contribute to the development of category and product strategies and innovations.
 - Develop and execute new product positioning statements, write new product concepts and analyse new product feasibility (size of opportunity, target audience, forecasting, pricing, competitive review)
 - Participate in all aspects of new product launch within the UAE
 - Create effective distribution plans to achieve monthly sales targets.
 - Work with external agencies and category directors on the development and execution of brand/product advertising print, digital and social.
 - Involvement in research initiatives and brand/category team meetings,
 - Create planograms and work with retails execution team to ensure category specific products are represented appropriately at the wall.

EXPERTISE

COSMETIC FORMULATION
PRODUCT DEVELOPMENT
BRAND MANAGEMENT
BUDGET MANAGEMENT
COSMETIC REGULATIONS
SALES & MARKETING

EDUCATION

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A –LEVELS
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Psychology, Mathematics.
*Brentford School for Girls,
London, U.K.*

AWARD

COSMETIC SCIENCE PROJECT INNOVATION AWARD

Title: "In-vitro evaluation of the antioxidant activity and stability of commercial cosmetic products containing L-ascorbic acid and an ex-vivo assessment method (Tape stripping) to detect the hydrophilic antioxidants in the skin."



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EXPERIENCE CONTINUED

VOLUNTARY WORK

LONDON, UK – 2008-2013

- Organization of daily activities at old age homes and assisting staff (preparing food and playing games)
- Helping at special needs centre for children (Assisting teaching with classes, entertaining the children by drawing, singing, dancing and playing different games)

SKILLS

COSMETIC FORMULATION
LEADERSHIP
RESEARCH
CREATIVITY
TIME MANAGEMENT
FORECASTING
PROBLEM SOLVING
COMMUNICATION

COMPUTER SKILLS

MS OFFICE
ORACLE – Orion
R STATISTICS SOFTWARE
PHOTOSHOP

LAB EQUIPMENTS

ANTIOXIDANT TEST KIT ABEL
(Analysis By Emitted Light)- 21
& 31 VISCOMETER, PH METER
SKIN PH METER RHEOMETER
TEXTURE ANALYSER
LUMINOMETER
HOMOGENIZER
COLOURIMETER

TECHNICAL ADMINISTRATOR

Original Additions Beauty Products Ltd. London, U.K September 2014 – March 2016

- Ensure products compliance with European, US and other global regulatory regimes and critical paths for all new projects are met for Regulatory, Compliance and Quality management (RCQM) process and procedures.
- Registering products in markets and ensuring the generation of legally required documentation (E.g. CPNP)
- Monitoring, collecting, interpreting and sharing regulatory issues and trends that will impact company products, policies and procedures and assist in the development of strategies and plans of action to address them.
- Dealing with customer complaints by providing immediate technical support and inquiries concerning technical, safety, environmental and regulatory issues.
- Constantly updating existing product specifications as necessary with regards to their components, packaging and transport legislations for dangerous goods.
- Creating PLRs and new product specifications to ensure compliance of artwork..
- * ADDITIONAL WORK -Sourcing new suppliers + new product development projects.

R&D ASSISTANT & PURCHASE EXECUTIVE

Premiere Cosmetic and Toiletries Industries L.L.C Dubai, U.A.E. – June 2012 -July 2013

- Meeting existing and potential customers, creating briefs and proposing new products to infuse life in their brands
- R&D of new and existing personal care formulations according to a set brief, cost requirements and time frames
- Stability testing and making pilot batches provided to the marketing department for approval and component sourcing.
- Assist customers with queries regarding products and helping marketing managers with technical and claim support.
- Helping to eliminate costs through minimum wastage and to ensure production cost targets are achieved
- Updating and maintaining supplier database, billing and invoicing issues.
- Liaising with existing/new suppliers for raw material updates
- Purchase of raw/packaging materials and creating POs using Oracle-ORION.
- Chasing up deliveries to ensure raw materials are available in time for production
- Production planning according to raw material availability and deadline dates.
- Communicate with the suppliers any defects in the raw materials received.
- Ensure shipping documents received are correct for clearing at the port.

TRAINEE FORMULATOR

Viridis Biopharma, India -May 2010 -September 2010

- Worked as a 'trainee' at Viridis Biopharma analysing an herbal gel formulation for skin lightening. Main tasks were to assist in analysing the skin cream as per the Bureau of Indian Standards