

DEVANSHI VATS

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HIGHLIGHTS

- Passionate about identifying consumer-centric growth opportunities in the Beauty sector.
- Hands-on experience in Tech, Marketing and Supply Chain Operations.
- Proficient in strategic data analysis with skills in Advanced Excel, Power BI, and SAP.
- Global experience working with teams across APAC, Europe and the US.

EDUCATION

ESSEC Business School

Masters in Management - Grande École Program

Singapore-France

Sep 2023 - Sep 2025

- Specialization: **ESSEC Beauty Chair**, Business Management in Asia (2024)
- Relevant coursework: Marketing Research, Strategy & Management, Digital Marketing Strategy

G.B. Pant University of Agriculture and Technology

Bachelor of Technology (Engineering)

India

Aug 2016 - Aug 2020

WORK EXPERIENCE

L'Oréal

Supply Chain & Operations Intern, Travel Retail, APAC

Singapore

Jul 2024 – Dec 2024

- Led **cross-functional collaboration** across Customer Care, Demand Planning, Commercial, and IT, to streamline daily operations, gather insights, and contribute to strategic business initiatives.
- Conducted daily **out-of-stock simulations** in Excel to optimize inventory and minimize stockouts, contributing to business efficiency.
- **Primary point of contact** for daily order processing, collaborating closely with Regional Warehouse Partner to ensure on-time distribution to all APAC markets.
- Designed and enhanced Power BI dashboards and daily broadcast reports, providing actionable insights to both internal and external stakeholders to support **data-driven decision-making**.

Spare Parts 3D

Marketing Intern

Singapore

Feb 2024 – June 2024

- Developed **Marketing Strategies** and managed lead nurturing campaigns, optimizing customer acquisition and engagement.
- Spearheaded **creative content planning** for newsletters, articles, and social media posts to enhance brand positioning and visibility.
- Coordinated with **partner agencies** to track KPIs and improve marketing campaign effectiveness.

Reliance Jio

Solution Design Engineer

Mumbai, India

Dec 2020 - Jul 2023

- As **Junior Project Manager**, collaborated with cross functional teams and external partners to ensure alignment and meet project deadlines smoothly.
- Partnered with Intel R&D and Red Hat, conducting **in-depth analysis**, capacity planning and performance testing to improve project outcomes, achieving 80% performance improvement.
- Led **competitive analysis** and carried out detailed research on open source technologies to provide strategic recommendations and drive innovation.

ESSEC Beauty Chair – Estée Lauder Companies, IFF, Marionnaud

External Consultant

Paris, France

Jan 2025 – Jun 2025

- Partnered with companies to address real-world challenges in beauty through strategic case studies.
- Conducted in-depth market research, competitive analysis, and formulated 360° marketing and GTM strategies

PROJECTS – Product Development

- **L'Oréal Brandstorm 2025:** 1st Runner up from France, developing innovative hair growth solution for men suffering from hair thinning and hair loss.
- **Launch Your Own Brand Project:** Developed Eyelixir—a sustainable eye care duo with reusable silicone masks and a potent gel-based eye cream to address the environmental impact of single-use sheet masks.

SKILLS & CERTIFICATIONS

- **Marketing:** Marketing research, Competitive Analysis, Positioning, 360° Marketing, GTM Strategy
- **Technical:** Microsoft Excel, Microsoft PowerPoint, Microsoft Word, Power BI, SAP SD, SQL, Python
- **Creative Tools:** Canva, Adobe Photoshop
- **Certifications:** Generative AI for Digital Marketers, INSIDE LVMH (Creation & Branding, Operations & Supply Chain), Excel Power Query, Agile Project Management with JIRA