



Yen LANCOME

Trilingual coordinator with 4-year experience in high-end marketing & ecommerce.

+886 965 623 267

laiyengitsforwork@gmail.com

Changhua, Taiwan (Remote)

CORE COMPETENCIES

- HTML/CSS and CMS architecture knowledge
- Google Ads & Google Analytics
- Advanced Excel skills
- Digital marketing & E-commerce
- Meta Business Suite, Hootsuite
- ERP & SQL knowledge
- Luxury & high-end marketing strategies
- International trade
- Communication skills

LANGUAGES

- English: Fluent (C1)
- French: Fluent (C1)
- Chinese & Taiwanese: Native
- Japanese: Basic (A1)

EDUCATION

2016-2018, Paris/London/Shanghai
MSc in Luxury Management & Marketing
EMlyon Business School
London College of Fashion

2011-2015, Taiwan
B.A in French and Francophone Studies
National Central University

EXPERIENCES

2021.8-Now, Taiwan

Co-founder - La Base Bakery

- Build and manage custom wordpress website to adapt to production capacity; monitor and improve site performance to drive conversion rate and engagement
- Develop, implement and manage social media strategy, ads and KOL collaborations
- Communications: design and create logo, brand image, photos, POSM, online & offline campaigns, email campaigns

2020-2021, Paris

International Sales Coordinator - Ateliers Gohard

- Nurtured and maintained relationships with key customer accounts: Cartier, Piaget, Van cleef & arpels, Devialet, LVMH...
- Developed quotations, custom samples, orders and invoices that encompass the client's' needs
- Established and ensured the production planning and quality, managed the manufacturing team (4 people)
- Built pipelines, analysed customer sales data and determined specific growth actions to drive sales and margin improvements

2018-2019.12, Paris

E-commerce & Marketing Coordinator - Giorgio & Mario

- Defined and implemented B2B marketing strategies to target new prospects
- ➔ +30% sales growth on marketplaces & flash sale websites
- E-commerce: managed account plans based on client brand, provided operation & product analysis to international marketplaces; supported accounting & supply chain team with invoicing and international shipping
- ➔ Achieved annual target of € 5 million in 2018
- Communications: produced press releases and CRM emailing, managed the day-to-day operations of social channels, organised photo-shootings, produced seasonal lookbooks, videos, POS and other marketing materials

2017-2018, Paris

Communications Assistant - Lagardère Travel Retail

- Project coordination: collected marketing information from subsidiaries to produce press releases and internal group magazines distributed to over 3000 employees; assisted in the launch of the new Intranet platform
- Event management: planned monthly orientation events and annual seminars; gathered and analyzed feedbacks to improve future events and PR activities
- Monitored media coverage and social media activity to ensure a positive brand reputation