



LAURE VITRY

PRODUCT MANAGER

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References available upon request.

PROFESSIONAL SUMMARY

I bring product, design, and business together to deliver **user-centered** experiences that create **impact** for both **people** and **organizations**.

With **7 years** in **growth**, **product** and **design** training at Gobelins, I clarify complexity with an approach that is **results-oriented**, **co-creative**, and **open to feedback**. I thrive in international, **cross-functional** teams focused on **experimentation**, **learning**, and **collaboration**.

SKILLS

- Product Strategy & Team Leadership
- Opportunity Identification & Value Definition
- Roadmap & Backlog Prioritization (RICE, MoSCoW)
- User Research, Discovery & Design Thinking
- Agile Product Management (SAFe, Scrum, Kanban)
- Experimentation, A/B Testing & Data Analytics
- Problem Solving & Decision Making
- Stakeholder Communication & Alignment
- Active Listening & Attention to detail

TECHNICAL SKILLS

- Languages: French (native), English (fluent)
- Collaboration: Jira, Confluence, Miro, Notion
- Analytics: Amplitude, Metabase, SQL, Hotjar
- Design: Figma, Canva
- AI tools: ChatGPT, Claude, NotebookLM, Google AI Studio, Lovable

PROFESSIONAL EXPERIENCE

PRODUCT MANAGER | ManoMano | August 2024 - September 2025

► **Led the Loyalty product domain on a leading DIY marketplace (B2B / B2C), driving retention, revenue, and user engagement at scale.**

- Led web and app roadmaps across discovery, delivery, and OKR-driven trade-offs.
- Analyzed user and feature KPIs to inform product decisions.
- Led cross-functional teams across Engineering (6 front & back, international), Design (2), Business (8), and Data (1).
- Conducted user research through user interviews and focus groups.

Key results:

- Loyalty & wallet program : **+16%** TopMembres, **+10%** revenue (6 months)
- Free delivery subscription: **+1 000** subscribers (1 year), **+40%** sign-ups (1 month)
- Coupon/cashback activation: **2+** campaigns/month, boosted AOV & frequency
- CRM stack migration: **20+** workflows, **20M** emails & **13M** push/month

LIFECYCLE PRODUCT MANAGER | Lanvin | March 2022 - April 2024

► **Drove the redesign of the customer lifecycle and product strategy across retail and digital, enhancing omnichannel journeys for a luxury brand.**

- Owned the internal B2E Clienteling App roadmap, combining task automation, customer insights and seller performance tools, deployed across **15** stores (France & international), achieving **80%** WAU and **+30%** AOV (3 months).
- Optimized e-commerce journeys with AI-powered personalization and predictive messaging, driving **+34%** CVR, **20x** ROI, and **50%** of online revenue (1 year).
- Defined and delivered data and architecture initiatives to support product decisions with reliable, actionable customer insights.
- Orchestrated omnichannel lifecycle initiatives by defining KPIs and launching **10+** automated workflows and campaigns, driving measurable performance.
- Managed and mentored **1** Project Manager and **1** intern.

GROWTH CRM MANAGER | Rouje | December 2019 - March 2022

► **Built and led the CRM department, sacling it from a support function into a core growth engine across the client lifecycle and e-commerce for a fashion DNVB.**

- Scaled the opt-in database by **2.5x** through multi-channel acquisition (1 year).
- Led email & SMS lifecycle initiatives, defining KPIs and driving optimizations: **+5** pp open rate, **+1.5** pp click rate, **3.5x** revenue growth (1 year).
- Designed **10+** customer segmentations and **15+** automated workflows.
- Launched and iterated on a referral program, optimizing the user experience.
- Maintained and structured customer data models to support lifecycle initiatives.

EDUCATION

GOBELINS PARIS | September 2024 - September 2025

Master's in Digital Product & Service Design

ESCP EUROPE PARIS | September 2017 - September 2018

Master's in Marketing & Communication

UNIVERSITÉ D'ANGERS | September 2014 - September 2017

Master's in Organizational Engineering & Management