

Christelle Mitsuko Shimizui

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080-5980-2020



BUSINESS SKILLS

Wine Sales and Marketing: Wine knowledge, Communication, E-business, Strategic Marketing, Distribution networks (key accounts, distributors, wholesalers...)

International Wine Industry: Economy of wine markets, Institutions and professional organizations, Negotiation, Intercultural Management.

Business tools supporting wine trade: Legal orders, Taxation and Financing, Quality.

English (fluent: TOEIC: 885)

Japanese (professional)

French (native)

German (intermediate)

PROFESSIONAL EXPERIENCE

Horeca Sales Manager, Cépages Corporation
Tokyo, Japan (2014)

Mission: Responsible for business development and sales growth among hotels restaurants and cafes in Tokyo. Organization of wine tasting seminars and wine maker dinners. Social media marketing.

Export Sales Executive, Bernard Magrez Grands Vignoles Propriétaire, Bordeaux, France (2013)

Mission: Sales administration of West European, American and Asian markets: Cost and schedule study, organising shipments, vehicles, loads and journeys, developing and confirming schedules, planning for and negotiating technical difficulties, preparing paperwork for regulatory bodies.

Inventory management, customs declarations, relationship with the wine institutions, stock records, tracking items in business management.

Export Sales Executive, Mas de Daumas Gassac, Aniane, France (2012)

Mission: Sales administration of German, Swiss, Belgium and Luxembourg markets: Sending samples, shipment tracking, order tracking and making, monitoring and relations with the winery, suppliers, transporters, etc.

Project Assistant, Sud de France Export, Montpellier, France (2009)

Mission: Organization of the International Business Forum: Interface between Languedoc-Roussillon companies and international buyers (B to B meetings)

Communication Assistant, The Santa Barbara Channels, USA (2007)

Mission: Marketing and promotion of local channels for the citizen community of Santa Barbara

QUALIFICATIONS

Master's degree in Sales and Marketing specialty Wine Business, University Montpellier I, France (2010 – 2011)

Thesis: « Diversification of activity of a French wine retail shop »

Master's degree in Sciences and Technologies option International Business Engineering, IAE of Montpellier, University Montpellier II, France (2007 – 2009)

Thesis: « Approach of an International Business Meeting »

Semester at the *Karl Franzens Universität, Graz* (Austria) – **International Management** (2009)