



Florine Foulon



12/08/1989

Nationality: French
Paris, France

florine.foulon@gmail.com

+(33) 659 945 169

Professional skills

• Languages

French: ●●●●

English: ●●●○

TOEIC score: 930/990

8 months in the USA

Spanish: ●●●○

CERVANTES Diploma

1 year experience in Spain

• Computer skills

Microsoft Office:

PowerPoint, Word, Excel

Design: Illustrator,

Photoshop and Indesign

Collection management

software: OSC, Gestimum

Other accomplishments

• Fashion design

Design & Sewing:

12 years (autodidacte)

Blog:

[*Florine's Fingertips*](#)

• Sports

Rock climbing, Salsa

Initiation to skydiving,

flying, microlight flight,

paragliding

Junior Product Manager/Buyer

4 year experience in France/USA/Spain

A four-year experience in product management, buying and marketing; sustained achievement and sales improvement through effective business strategies supervising projects with suppliers and manufacturers; highly organised; strong creativity and keen eye for fashion with a ROI focus.

Education

Master's degree in Fashion Product Management & Sourcing — Apprenticeship

- MODSPE PARIS FASHION SCHOOL- Paris, France -2015/2016

Master's degree in International Business —Marketing

- ICN BUSINESS SCHOOL, EQUIS/AMBA accredited - Nancy, France -2009/2012

Professional experience

Junior Product Manager —Textile/Womenswear

LIZYBIZ - Ready-to-wear Designer and Supplier, Paris, France - Fixed-term contract - Since Oct 2016

- Manage the creation of prototypes samples and garment bulk production for 5 national and international Fashion brands
- Calculate the total cost of new products and compare alternatives
- Communicate with overseas suppliers to anticipate, identify and solve problems
- Communicate with sales representatives and customers on technical questions
- Quality control from sampling metrages to prototypes, PPS and shipping samples
- Inspect and fit pre-production and production samples to make sure all products are made correctly within production deadlines
- Import/Export management (quality tests, final inspections, delivery planning, ...)

→ **Achievements:** Contract renewed after 4 months

Work in English and French. Managed an assistant.

Junior Buyer—Accessories / Fashion Product Manager Assistant —Womenswear

SEPIA/SIENNA SI - Ready-to-wear, Paris, France - Apprenticeship - August 2015/September 2016

SS16: >320 references in ready-to-wear - Profits >3,127,400€ - 70 shops in France

- Accessories: Replaced the Accessories Product Manager for 6 months Planned, sourced, selected and placed orders according to the budget
- Womenswear: assisted the Womenswear Product Manager to build the collections FW & SS
- Entered purchase orders and ensured on time product delivery according to quality standards
- Lead sales analysis and recommended corrective actions
- Analyzed style, color and industry trends

→ **Achievements:** Accessories: profit targets in line with brand objectives and products purchased best sellers of the season. Womenswear: +3.5% sales

Marketing Manager

EXPLEE - Internet start-up, Paris, France - Permanent contract - September 2014/ May 2015

- Defined and executed the webmarketing strategy: audit, recommendations and optimisation
- Developed media relations and partnership deals

→ **Achievements:** ranking improved from the 9th to the 1st page, international publications in 3 top French Tech magazines. Traffic: +106% referral, +133% social

Work in English and French

Product Manager / Buyer

MONDEBARRAS - Pure player, Paris - Permanent contract - January/September 2014

- Defined the product and marketplace specifications and supervised the marketing strategy
- TV and radio national campaigns: purchased advertising space (budget: >50K€/month)
- Bids soliciting, brief, selection and follow-up with external service providers

→ **Achievements:** +20% traffic, +92,50% direct search

In charge of the marketing department. Managed a team of 3

Junior Marketing Manager

JML DESIGN - Architectural agency, Barcelona, Spain - Fixed-term contract - January/July 2013

- Defined and executed the international marketing strategy from audit to result analysis

Work in English, Spanish and French

References available upon request