



12/08/1989

Nationality: French
Paris, France

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+(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

Other accomplishments

• Fashion design

12 years (autodidacte)

Selected for a fashion design challenge in 2011

Fashion design blog:

Florine's Fingertips

• Sports

Martial arts:

Kung-Fu, Tai-Chi

Extreme sports:

(initiation): skydiving,

plane pilotage, microlight

flight, paragliding

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; strong creativity, keen eye for fashion all while being focused on ROI.

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 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
- 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

→ **Achievements:** new deals closed and international publications -including a 1/2 page in the MIPIM News with a value of €1,680-, web ranking improved up to 1st result

Work in English, Spanish and French

Internships as Marketing coordinator

KNOK - Internet start-up, Barcelona, Spain - Internship - May/October 2012

- Managed content, business development strategy, media relations and SEO

Work in English, Spanish and French

WEBFULLCIRCLE - Internet marketing agency, Charlotte, NC, USA - September 2011/May 2012

- Worked on onsite & offsite optimization (SEO) for various clients' websites and blogs

Work in English: 100%

Seller - Footwear and leather goods

SHOE ROOM PRIVE - Multi-brand boutique, Nancy, France - Seasonal work - June/September 2011

References are available upon request