

COLINE BERBESSON

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SUMMARY OF QUALIFICATIONS

- Over 8 years + of experience in Marketing for luxury international brands sold in retail and web networks.
- Strong background in Trade Marketing: launch of new products, manage global product assortments, development of promotional plans and related marketing materials (P&L, sales forecasts, budget).
- Excellent interpersonal skills, team spirit, results-driven and sense of organization.
- Bilingual French and English.
- June 2008: obtained a Master II degree in B2C Marketing.
- Computer skills include: - **Microsoft Office suite:** Word, Excel (pivot table), Power Point
- **CS5:** Indesign, Photoshop, Illustrator
- **Social medias:** Facebook, Instagram, Twitter, Pinterest, Hunt, Youtube, LinkedIn

VOLUNTEER EXPERIENCE

Marketing Consultant

2017

Digital sector

<http://colineberbesson.wix.com/canada>

- Conducted market study, which deals with the interest for brands to invest in social media and mobile applications in Canada: "Why develop luxury web & mobile tools in Canada?"

Communication Manager

2015 – 2016

TBS Alumni Paris, Paris (France)

- Participated in the strategy plan to enhance and develop the TBS Alumni network in Paris.
- Managed communication plans: designed and followed e-mailing campaigns, responsible for social medias
- Created, followed and updated the new official Facebook page: www.facebook.com/tbsalumniparis

PROFESSIONAL EXPERIENCE

Senior Product & Purchasing Manager

2015 – mai 2017

Ambiance & Styles - EK FRANCE SAS

Tableware, kitchenware and decoration items

www.ambianceetstyles.com

Responsible for the management of all products categories. 95 retail stores in France. 140 suppliers / 5 000 references renewed over 40% a year (purchasing : 50M€).

- Identified seasonal style trends and analyzed market performance;
- Managed the global purchasing policy via negotiations of pricing suppliers terms and required discounts;
- Set up of collection plans in accordance with EK product working groups;
- Sourced new products in France and abroad, and more precisely during international trade shows;
- Participated in the annual communication plan, including catalogs, leaflets and displays in collaboration with the Marketing department (each support is printed over 2M of units).

Trade Marketing Manager

2009 – 2014

Zwilling Staub France SAS

Tableware and kitchenware

www.zwilling.com - www.staub.fr - www.demeyere.be - www.miyabi.eu

Responsible for the successful execution of the annual global trade show plan for all brands of the group, keeping in line with marketing and financial objectives:

- Participated in the creation, development and implementation of POS materials to enhance marketing and communication programs;
- Defined, planned and followed the communication plan for the annual liquidation sale organized in the store located in Alsace;
- Managed a team of seven chefs while coordinating demo cooking trade shows in retail and department stores such as both Zwilling concept shops (Paris, Turckheim);
- Determined the pricing policy in accordance with market level prices as well as the Company's international strategy.
- Negotiated, organized and managed TV shows' partnerships such as *Top Chef*, *Un diner presque parfait* and professional fairs such as *Maison & Objet*.

Assistant Make-up Product Manager

2008

Parfums Christian Dior – LVMH group, Paris (France)

Make-up / Beauty sector

www.dior.fr

Participated in the development of the Marketing plan for the French market:

- Developed and presented weekly and monthly sales analysis reports
- Conducted research and provided information to the sales force (market analysis, product mix, merchandising plans etc.)
- Developed marketing materials (leaflets, flyers etc.) for new products and promotions.

Assistant Lingerie Product Manager

2006-2007

Chantelle – Chantelle Group

Lingerie sector

www.chantelle.fr

- Participated in Star events: developed POS materials with agencies, defined merchandising plans etc.
- Negotiated and coordinated events at retail stores such as Galeries Lafayette and Printemps Haussmann.
- Created promotional materials to assist the sales team.

EDUCATION**Marketing and Oral Communication degree**

2008

Boston University, Boston (Massachusetts, U.S.A.) – Summer School**Master II's degree in Marketing Business to Consumer**

2008

Toulouse Business School, Toulouse (France)

International accreditations: EQUIS, AMBA and AACSB

(Equivalent to a Bachelors and Masters of Marketing degree from an Ontario university, as determined by World Education Services in Toronto, ON)