

MARKETING MANAGER



Constance DURET

CONTACT



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Rue Moillebeau 63
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LANGUAGES

French – Mother tongue

English – Fluent

Spanish – Beginner

Chinese – Beginner

SOFT SKILLS

- Teamwork
- Adaptability
- Communication
- Creativity

TOOLS

- Office Pack
- CRM & Emailing (Brevo)
- Google Ads
- Meta Business Suite
- Adobe Creative Suite / Canva
- CMS (WordPress, Salesforce Experience Cloud)
- Google Analytics / Microsoft Power BI
- Salesforce PIM
- Jira / Confluence

HOBBIES

- Digital trends
- Swimming
- Climbing
- Travels

EXPERIENCES

Digital Marketing Specialist at InterContinental & Crowne Plaza Geneva (IHG Group).

March 2023 - Present. Geneva, Switzerland.

- Develop a digital marketing strategy, create newsletters, and launch attractive offers aligned with key commercial periods to boost conversion across multiple digital channels
- Manage and update both hotels' websites (local and global) and third-party vendors to enhance the online experience, maximize visibility through SEO optimization and ensure strong brand positioning
- Lead CRM campaigns to strengthen customer loyalty
- Launch paid media campaigns on Facebook, Instagram, LinkedIn and Google Ads to boost conversion

International E-Retail Coordinator at LVMH Fragrance Brands, Givenchy Beauty & Kenzo Parfums.

September 2021 - September 2022. Levallois-Perret (92), France.

- Develop the global e-retail strategy and orchestrate e-trade marketing activations to enhance online awareness and engagement
- Manage the e-retail distribution process across 300+ websites while ensuring a strong brand image
- Coordinate e-retail content and asset production, collaborating with internal teams
- Monitor market trends through competitive analysis and strategic insights

Digital Project Manager Assistant EMEA at Guerlain (LVMH Group).

January - July 2021. Levallois-Perret (92), France.

- Support markets in implementing ratings & reviews campaigns with a specialized agency
- Oversee a consistent and engaging digital presence across 13 EMEA markets, reinforcing brand positioning and visibility
- Ensure a perfect execution of the campaigns in e-commerce, e-retail, CRM, media and influence (PR/e-PR) in the markets
- Build monthly reports with key KPIs to present the e-business performance

E-Commerce Coordinator EMEA at Estée Lauder Companies.

January - July 2020. Neuilly-Sur-Seine (92), France.

- Provide daily operational support to 20 markets for their e-commerce websites
- Implement omnichannel services and new online tools (live chat, makeup virtual try-on, foundation finder quiz) to enhance user experience
- Conduct benchmarks to analyze competitors and uncover strategic opportunities

EDUCATION

MBA Digital Marketing with honours at Institut Léonard de Vinci.

Thesis: "Should we bet on the Clean Beauty's DNVBs?"

2021 – 2022. Nanterre (92), France.

Global BBA at emlyon business school, digital marketing specialization.

Dissertation: "Does digitalization impact the luxury industry's image?"

2017 – 2021. Saint-Etienne (42), France.

University Exchange at York University.

September - December 2019. Toronto, Canada.

Exchange at AEBS (Asia Europe Business School).

September 2018 - January 2019. Shanghai, China.

