

Marion POINAS

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OBJECTIVES

Associate Brand Manager

I am seeking a challenging position as an associate brand manager where I can exercise my product management, analytical, creative and communication skills, thus contributing to the success of the company.

PROFESSIONAL EXPERIENCE

- July-Dec 2010
6 months
- BEL GROUP**, World leader in branded cheeses – Paris, France
Associate Brand Manager - European Strategic Marketing (The Laughing Cow)
- activation and promotion :
 - managed and delivered a variety of marketing projects in partnership with European countries
 - support team on larger projects (relaunch and 90 years of The Laughing Cow)
 - provided clear and timely communication to all countries on new promotions and brand plan
 - prepared and gave formal presentations to key internal departments
 - innovation and renovation :
 - analyzed market for future launches and developments (packaging, formula)
 - studied competitors, market opportunities and recommendations
 - business analyse :
 - responsible for monthly analysis of the brands performances in Europe, worked on P&L
 - warned and advised according to the evolution of the volumes, the competitive situation
- Jan-June 2010
6 months
- COLGATE-PALMOLIVE COMPANY** – Paris, France
Market Research Consultant – Master Marketing Dauphine
- Product relaunch for the brand Soupline :
 - assisted with brand survey
 - performed analysis and reporting results and recommendations
- Sept 08-Aug 09
1 year
- DANNON WATERS & BEVERAGES BENELUX**, Dannon Group – Brussels, Belgium
Product Manager and Market Research Associate (Vitalinea, Evian, Badoit)
- strategic marketing :
 - performed monthly analysis of the brand performance with Nielsen (Vitalinea, Evian, Badoit)
 - analyzed competitors
 - assisted with mix and promotional support, contributed to brand plan for 2010
 - product marketing : (Vitalinea)
 - developed products, packaging and promotion materials
 - managed promotional actions, websites, and factual mini-websites
 - developed advertorials, participated in shooting and recordings
- July-Sept 2008
3 months
- AIR FRANCE** – Roissy-Charles de Gaulle, France
Navigating Commercial Staff, front office, security and rescue function
- July-Sept 2007
3 months
- HiPP FRANCE**, Leading European company distributing organic baby food – Paris, France
Marketing Assistant (70 products)
- strategic marketing : competitors/customer studies and formation of the 2008 brand plan
 - product marketing : promotions, website development, new products development

EDUCATION

2009-2010	MASTER 204 MARKETING AND STRATEGY			
	Paris DAUPHINE University: TOP RANK BUSINESS SCHOOL			
Languages	French	mother tongue	Dutch	fluent
	English	fluent	German	intermediate

COMMUNITY & PERSONAL

- Association **President of the Student's Council** and **class representative, MASTER 2**
- Diploma **Patent of the Supervisor of Bathing**, 2005 – **Certificate of Formation to First Aid**, 2005
Counselor of holiday camps, 2005, 2006 and 2007
- Interests Swimming, water polo, deep-sea diving (level 2), skiing, artistic exposure, traveling