



MARIANNE FRANCO

INFORMATION

- +33 6 02 56 71 30
- 74 rue Vasco de Gama 75015 Paris
- marianne.branding@gmail.com
- marianne-branding
- https://marianne-franco.com
- Valid French work permit

LANGUAGES

- Spanish - Mother tongue
- English - Second mother tongue
- French- Bilingual

INFORMATICS

- Pack Office - Expert
- Environment MAC - Expert
- Suite Adobe user (Ps, Ai, Id)
- Canva - Expert
- Software LineUpr - Expert
- Qualtrics - Intermediate user
- Sugar CRM -Intermediate user
- Zerofox - Intermediate user
- Idloom events - Intermediate user

CERTIFICATIONS

- Google Ads Search - 49/50
- Google Analytics Individual - 70/70
- Inbound marketing - 57/60
- Sales software - 44/45
- Social media - 69/70

EXTRA PROFESSIONAL

- Volunteer at the International Documentary Film Festival of Mexico
- Free English classes for children
- Blood donor in France

INTERESTS

- Meditation
- Impressionism
- Digital culture

HEAD OF BRAND & COMMUNICATION

9 years' experience - Polyglot

Marketing · Branding · Communication · Management · Île de France · Available

SKILLS

Brand Strategy & Performance · Team management · Budget follow up · Employers' Brand · Briefing · Event Planning · KPIs follow up · Benchmarking · Brand Identity · Brand Activation · RP & partnerships · Storytelling · 360° Communication · Content creation · Positioning · Engagement strategies · Event planning · Project planning

EXPERIENCES

International Project Manager - Digital & Marketing

L'Oréal · Freelance · January 2023 - Actual | Paris

- At the DMI (International Marketing Direction), I design and implement multi-divisional marketing & branding content programs (luxury, active cosmetics, mass market and professional products) worldwide.
- Development of 23 successful marketing campaigns conception in 15 months.

Marketing & Communications Project Manager

Allianz Real Estate · CDD · September 2021 - October 2022 | Paris

- The world's second largest real estate investor, develops and executes global real estate portfolios on behalf of Allianz companies.
- Worldwide internal and external creation of PR & re-branding strategies.
- Digital project leader. In the frame of the Smart Building Signature Program, I was in charge of the development of the business model of an application with the objective to make it usable by the different departments and customers of the company.

Marketing & Communications Manager

SIFyH · CDD · October 2020 - August 2021 | Europe and Asia

- Regulatory market research consulting for the global pharmaceutical industry.
- Public relations, business development.
- I created a new business unit (cosmetic industry).

Founder and Head of Branding & Communications

Grupo Summas · CDI · October 2017 - September 2020 | Mexico City

- In order to have a development in the public image consulting field I founded a branding, marketing and communications agency.
- Project follow-up (Honda, Rappi, Trustrade Mexico, Daniel Bustamante Ortiz (ex soccer player, CEO of XT 30-60); Grupo CauFi, etc.)
- Turnover: +75% in the first year.

Marketing and Communication Project Manager

Grupo Salinas · CDI · September 2016 - October 2017 | Mexico City

- Holding company made up of 22 companies with operations throughout the Americas.
- In charge of regional teams to implement a PR business development strategy.
- Successfully launched 4 business units, increasing sales by 20%.

Public Image Consultant

Republic Senate · CDI · Mars 2015 - June 2016 | Mexico City

- The upper house of the Mexican federal legislature.
- Teaching training in the following areas: PR, protocol, dress, verbal and non-verbal expression and media management.
- Achievement of personal and collective goals.

ACADEMIC

Specialized Executive Master Digital Marketing & Data

KEDGE Business School · September 2022 | Paris

- Executive programme approved by the Ministry of Higher Education and Research.

Public Image Engineering Master

Colegio de Consultores en Imagen Pública · December 2018 | Mexico City

- Graduated with honorable mention for having an average of 99/100.
- Merit scholarship for 100% funding for the pursuit of doctoral studies.

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Brand Marketing Manager
Sephora

Subject: Application for a permanent position of Brand Marketing Manager.

Paris, May 2nd, 2024.

Dear Sir or Madam,

Passionate about the beauty sector, I would like to have a new experience in this field, to be able to implement my knowledge within Sephora. Having the opportunity to develop in a company with values that I share, such as: innovation, sustainability and leadership, is a great personal and professional desire.

I'm a branding expert with extensive experience in creating and implementing 360° communication campaigns. As a public image consultant, my expertise lies in studying the market and brand needs, in order to create and develop branding and communication strategies, piloting the different teams working to achieve their goals.

Before moving to France, I set up my own communications agency in Mexico, where I handled 360° branding and communications projects with Mexican groups, as well as international companies such as Honda and Volkswagen.

Since I've settled in Paris, I was in charge of the marketing and communications strategy for the rebranding of Allianz. This experience enabled me to brief and manage various teams, such as web development, graphic design, events and marketing.

From last year, I have been providing consulting services for branding projects for the L'Oréal Group's international marketing department, where I was able to analyze the various issues and challenges facing the group's brands in order to develop appropriate and effective branding, marketing and communication strategies for upcoming product launches, working with teams from all over the world.

Joining a company such as Sephora, is a challenge that not only matches my profile, but also my aspirations, given my desire to grow as a professional. I am self-starter, energetic and results-oriented, with a problem-solving mindset and a taste for initiative and teamwork. It's these qualities that I'd like to put to good use in your company, by joining your teams to carry out successful common projects.

Therefore, I would like to send you my application. I would be pleased to tell you in person about my great motivation and to explain my strengths in an interview.

Yours sincerely,
Marianne FRANCO