

LOUISE JIANG

VISUAL MERCHANDISING MANAGER AT GUCCI BEAUTY GLOBAL

Holding degrees from Audencia Business School and Tongji University, I have over 7 years of experience in retail, with a strong foundation in both design and management.

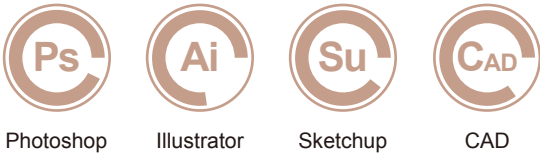


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I SERVED



TECHNIQUES



COMPETENCES

- Strategic overview of Global In-Store Guidelines, go-to-market
- Retail design (from 3D, TD, material research to the realization)
- Control and forecast budgets
- Marketing campagne 360 strategy
- Languages : English ; French ; Chinese

EDUCATION

- 2017-2018 **AUDENCIA BUSINESS SCHOOL** NANTES, FRANCE
Master of Science (MSc.) in International Management
- 2013-2017 **TONGJI UNIVERSITY** SHANGHAI, CHINA
Bachelor of Arts in Design / Ranked the 10th best in design in the world.
- Jun 2015 **HARVARD UNIVERSITY** BOSTON, U.S.A.
MRS Program in Leadership
- Jun 2014 **NATIONAL CHENG KUNG UNIVERSITY** TAIWAN
Exchange from Tongji University

WORK EXPERIENCE

- Since Apr 2023 **COTY GLOBAL** PARIS, FRANCE
— **VISUAL MERCHANDISING MANAGER AT GUCCI - CDI**
 - Define the design direction, brief GUCCI Fashion House and develop the global in-store guidelines.
 - Manage temporary animations and go-to-market strategies for product launches, KCP, and full house approaches.
 - Ensure visibility, brand image, and consumer experience through disruptive popup design, retailtainment, gifting ceremonies across global markets, with a focus on key regions such as the US, MEA, and China.
 - Alignment with the global marketing calendar and global fashion trends.
- 2021-2023 **OPPO** PARIS, FRANCE
— **DESIGN TEAM MANAGER - CDI**
 - Responsible for the 360° marketing design direction for OPPO in France and Switzerland.
 - Lead design projects and manage the design team, oversee budget control and forecasting.
 - Achieved a 40% savings in the quarterly budget through efficient resource management.
— **VISUAL MERCHANDISING DESIGNER - CDD**
 - In charge of the creation and execution of retail design projects.
- 2020-2021 **FLORÈVE** PARIS, FRANCE
— **VISUAL MERCHANDISING DESIGNER GLOBAL - CDD**
 - Responsible for brand's artistic roadmap, visual strategy, advertising.
- Sep -Dec 2019 **ESTÉE LAUDER** PARIS, FRANCE
— **VISUAL MERCHANDISING DESIGNER EMEA - CDI**
 - Actively contribute to European guidelines and execute product launch campaigns.
 - Collaborate closely with EMEA affiliates and key retailers, including Sephora, Douglas, KICKS, and others.
- 2018-2019 **BRANDX** PARIS, FRANCE
— **DESIGNER - CDD**
 - Create luxury retail concepts, control budget, quality, and supervise the execution process from design to reality.
 - Collaborate closely with the brands and production departments in the factories.
- 2015-2017 **DESIGN & ARCHITECT AGENCY** NANTES, FRANCE
— **3D DESIGNER - CDD** BEIJING, CHINA